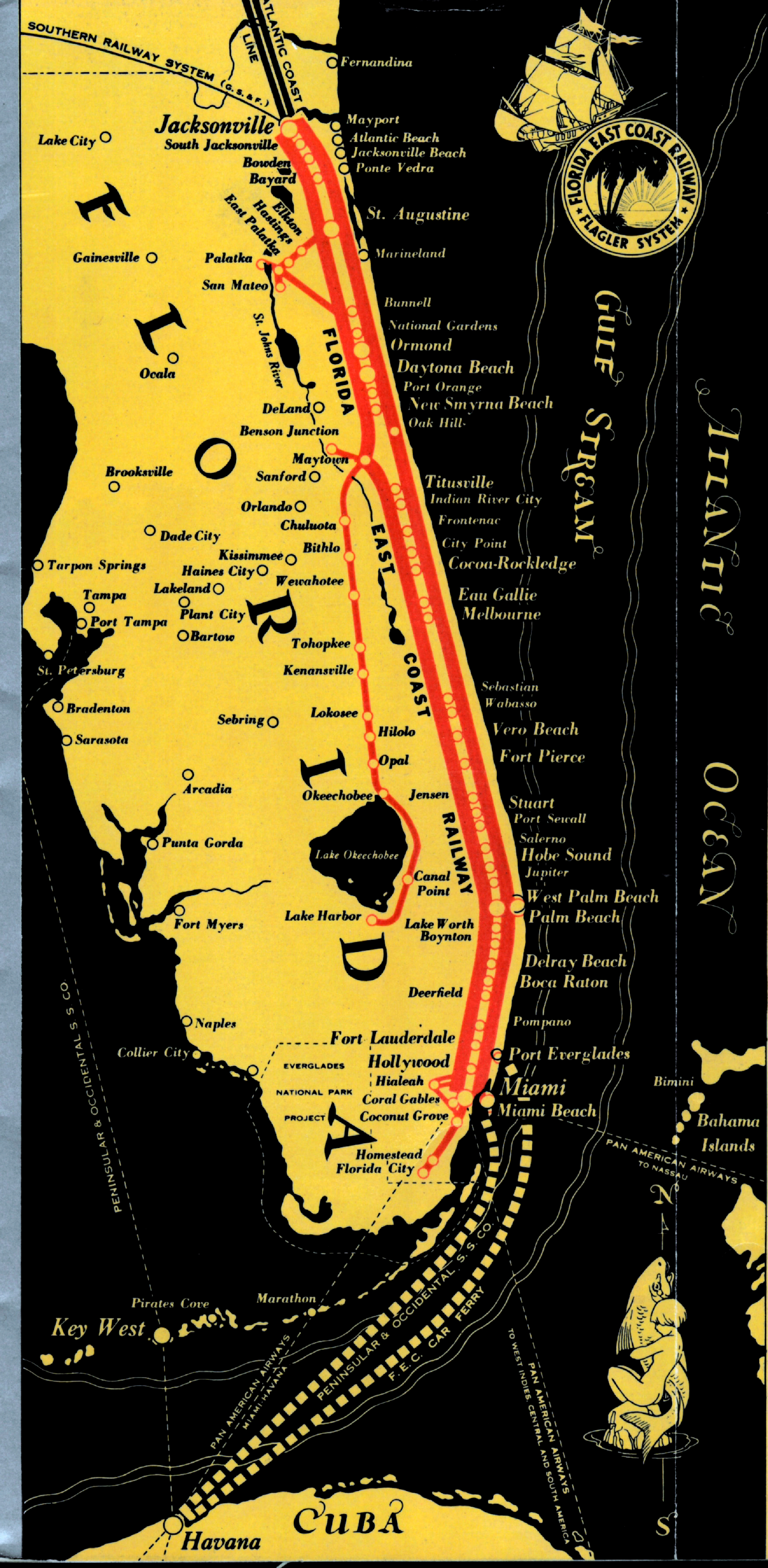

SOUTHERN RAILWAY SYSTEM (G. S. & F.)
ATLANTIC COAST LINE
Fernandina
Jacksonville
South Jacksonville
Mayport
Atlantic Beach
Jacksonville Beach
Ponte Vedra
Lake City
Bowden
Bayard
Elkton
Hastings
East Palatka
St. Augustine
Marineland
Gainesville
Palatka
San Mateo
St. Johns River
Bunnell
National Gardens
Ormond
Daytona Beach
Port Orange
New Smyrna Beach
Oak Hill
Ocala
DeLand
Benson Junction
Maytown
Sanford
Brooksville
Orlando
Chuluota
Titusville
Indian River City
Frontenac
City Point
Cocoa-Rockledge
Dade City
Bithlo
Kissimmee
Tarpon Springs
Haines City
Wewahotee
Lakeland
Tampa
Port Tampa
Plant City
Bartow
Eau Gallie
Melbourne
Tohopkee
Kenansville
St. Petersburg
Bradenton
Sarasota
Sebring
Lokosee
Hilolo
Opal
Sebastian
Wabasso
Vero Beach
Fort Pierce
Arcadia
Okeechobee
Jensen
Stuart
Port Sewall
Salerno
Hobe Sound
Jupiter
Punta Gorda
Lake Okeechobee
Canal Point
West Palm Beach
Palm Beach
Fort Myers
Lake Harbor
Lake Worth
Boynton
Delray Beach
Boca Raton
Deerfield
Pompano
Naples
Fort Lauderdale
Hollywood
Port Everglades
Collier City
EVERGLADES NATIONAL PARK PROJECT
Hialeah
Coral Gables
Coconut Grove
Miami
Miami Beach
Homestead
Florida City
Bimini
Bahama Islands
PAN AMERICAN AIRWAYS TO NASSAU
FLORIDA
FLORIDA EAST COAST RAILWAY
GULF STREAM
ATLANTIC OCEAN
N
S
FLORIDA EAST COAST RAILWAY FLAGLER SYSTEM
PENINSULAR & OCCIDENTAL S S CO.
Pirates Cove
Marathon
Key West
PAN AMERICAN AIRWAYS MIAMI-HAVANA
PENINSULAR & OCCIDENTAL S. S. CO.
F. E. C. CAR FERRY
PAN AMERICAN AIRWAYS TO WEST INDIES, CENTRAL AND SOUTH AMERICA
Havana
CUBA

FASTEST

THROUGH FLORIDA

The Florida East Coast Railway directly and completely serves the entire East Coast of Florida, a beautiful residential and resort ocean shore, extending from Jacksonville on the north to Miami on the south. Following a direct course down the coast, its main line is 60 miles shorter between Jacksonville and Miami. Furthermore it is the only double track railway through the state.

With the advantage of operation over two main line tracks, and with 60 miles less distance to cover, Florida East Coast Railway trains are hours faster from Jacksonville to West Palm Beach, Fort Lauderdale, Hollywood, Miami and other points. Behind cinderfree oil-burning locomotives, over a smooth-riding roadbed, in modern coach or Pullman equipment, you will find the trip along this fascinating shore interesting and comfortable.

Those visiting Florida for the first time will be interested to know that the Florida East Coast Railway is the only line serving historic old St. Augustine, Ormond, Daytona Beach, the attractive towns and citrus groves along the Indian River. As the pioneer railway down the coast, instrumental in founding Miami and West Palm Beach, the Florida East Coast takes you conveniently to the heart of these, as well as to the other popular East Coast resorts and home settlements.

In arranging your transportation to Florida, be sure to specify "via the Florida East Coast Railway."

J. D. RAHNER
General Passenger Agent
St. Augustine, Florida

PRINTED IN U.S.A.

"May Sunshine light your way, and Time mark only pleasant memories"

The beauty of palms, sky and sea that is Florida

FLORIDA

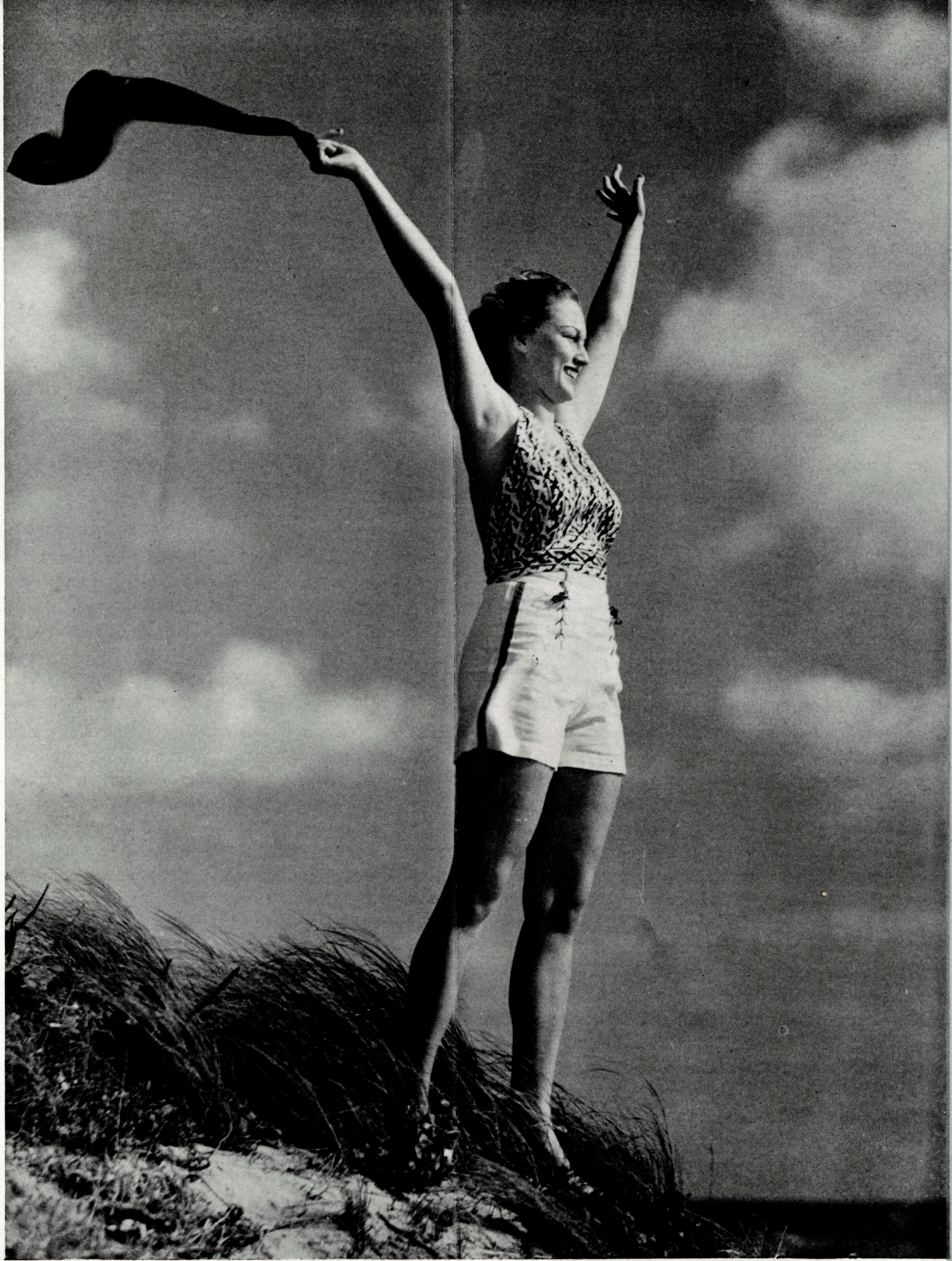
A Good Place to Visit and Establish a Home

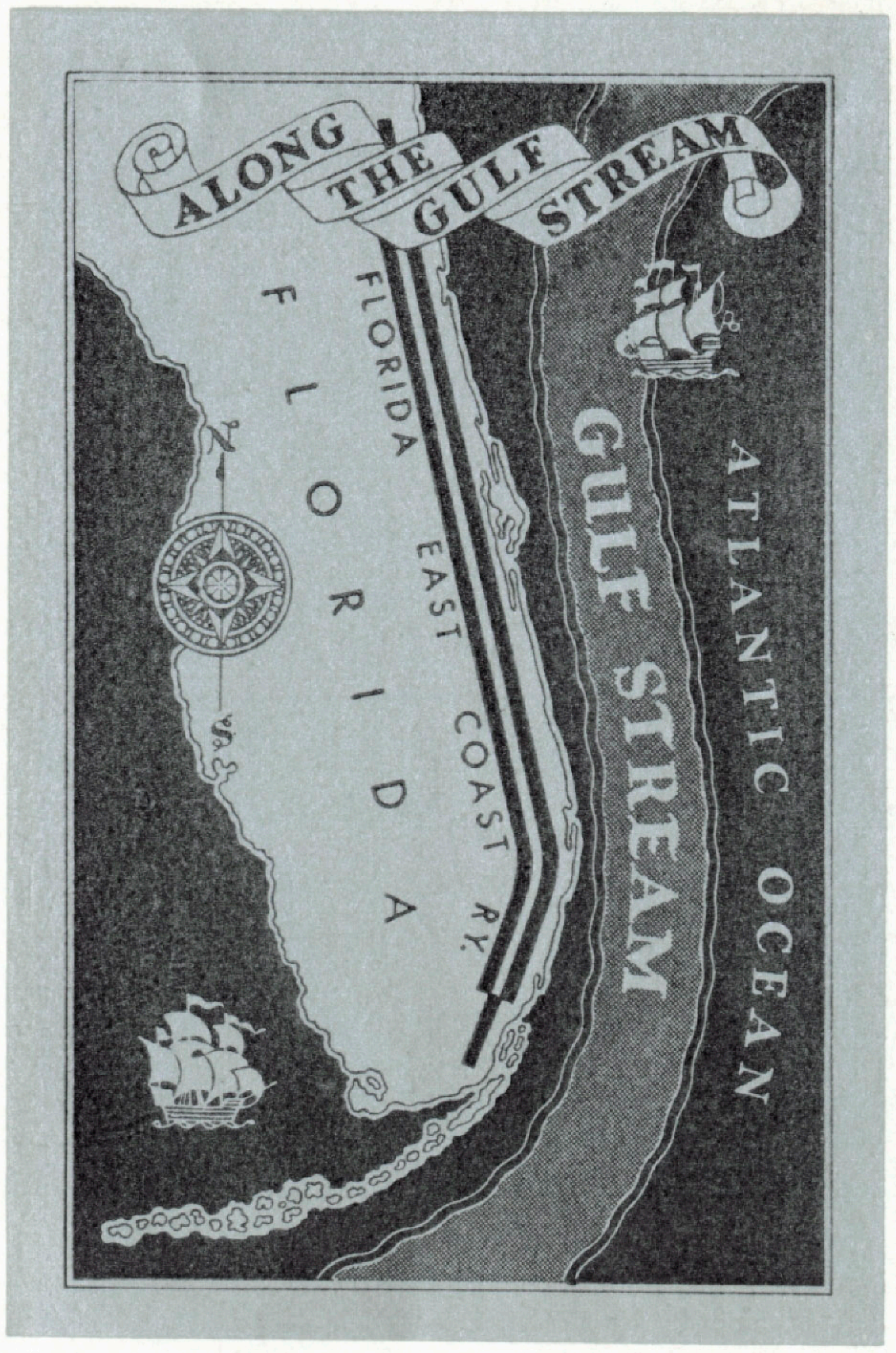
Everyone eventually yearns to see Florida, that land of palms, sunshine and flowers where life is so pleasant and comfortable. Perhaps you, too, have felt this urge and soon may join those who in winter find it a happy refuge from ice and snow, or in summer have discovered its delightful beaches and cooling sea breezes.

The reasons for Florida's growing favor as a place of residence and vacationland are many. Freedom from uncomfortable extremes of heat and cold make it a place where one can happily follow a more healthful, natural and pleasant mode of living the year round. There is about it a certain subtropical lure and fascination, like that of far-off tropical coasts, but without their disadvantages. Florida is still, for the most part, uncrowded and unspoiled by intensive commercial development and its attendant hustle and bustle, but lacks none of the conveniences and refinements of modern life. Part of its charm is its restfulness and informality, wealth of open spaces and room to play.

In Florida, absence of winter fuel bills, wholesome outdoor diversions rather than costly indoor amusements, plus the abundance of locally grown fruits and vegetables, and other economies made possible by favorable natural conditions, tend to appreciably reduce the cost of living. Your dollar buys relatively more comfort and enjoyment here than elsewhere. Your Florida visit or home can be as inexpensive as you care to make it. And best of all, in relation to most of the United States, Florida is not as far away as you may have imagined. Fast trains whisk you there almost overnight. The trip, considering the complete change of climate and environment attained, involves a minimum of travel time and expense.

These and innumerable other advantages invite you to come and sample Florida for a vacation, sightseeing trip, or with the idea of making it your winter or permanent home.





The EAST COAST of Florida

Although the entire State of Florida is attractive, the East Coast or ocean side of this peninsula has distinctive qualities as to climate, healthfulness, natural beauty, and variety of diversions, which have hastened its development as a resort and residential section. It embraces the ocean shore of Florida, a beautiful stretch of somewhat irregular coast, broken by bays and lagoons, extending almost 400 miles, from the mouth of the St. Johns River down to, and beyond Miami.

On this coast, as indicated by the maps in this booklet, the Gulf Stream casts its magic influence of winter warmth and mildness, borne by the winds which blow over it. Along the lower East Coast of Florida, this remarkable ocean current flows just a few miles off shore, creating thoroughly subtropical conditions. In summer the Florida East Coast is likewise favored, being fanned by almost constant cooling trade winds from the sea.

The proximity of the sea adds considerably to the healthfulness of this section. The adjacent shore receives a steady supply of pure invigorating sea-washed air, while the clarity of the atmosphere results in sunshine rich in therapeutic ultra-violet rays. All of the localities on the East Coast of Florida enjoy the further advantage of marvelous, nearby beaches, ideal for surfbathing and suntanning, which here may be pursued practically the year round. Numerous bays and lagoons, beyond which lie barrier islands, provide its justly famed fishing, boating and yachting, supplementing the ever-present golf, tennis, shuffleboard, motoring, etc., found at all resorts.

A wealth of waterways lend to the Florida East Coast enchanting natural beauty. Portions of its palm-fringed shores remind one of the South Sea Isles or coasts of the Mediterranean. Changing in hue with each hour and cloud, sea, bay and lagoon are in themselves restful and fascinating to behold.

The East Coast of Florida is particularly versatile. Because of its extent and the variety of communities found along this 400-mile seashore, it appeals to many classes and types of people. One may choose between the larger and more prominent resorts, or discover the home-like comfort of scores of smaller towns where living costs are proportionately lower. Whether you come to seek rest or activity, seclusion or social gayety, or to follow some particular sport dear to your heart, you can be equally satisfied. Within each individual locality exists an abundance of accommodations for visitors, a variety of good hotels, furnished apartments, cottages and rooms. You can live as economically or luxuriously as your taste and means may dictate.

Tropical romance and glamour overnight from New York

A Florida East Coast Railway train en route through the Land of Palms

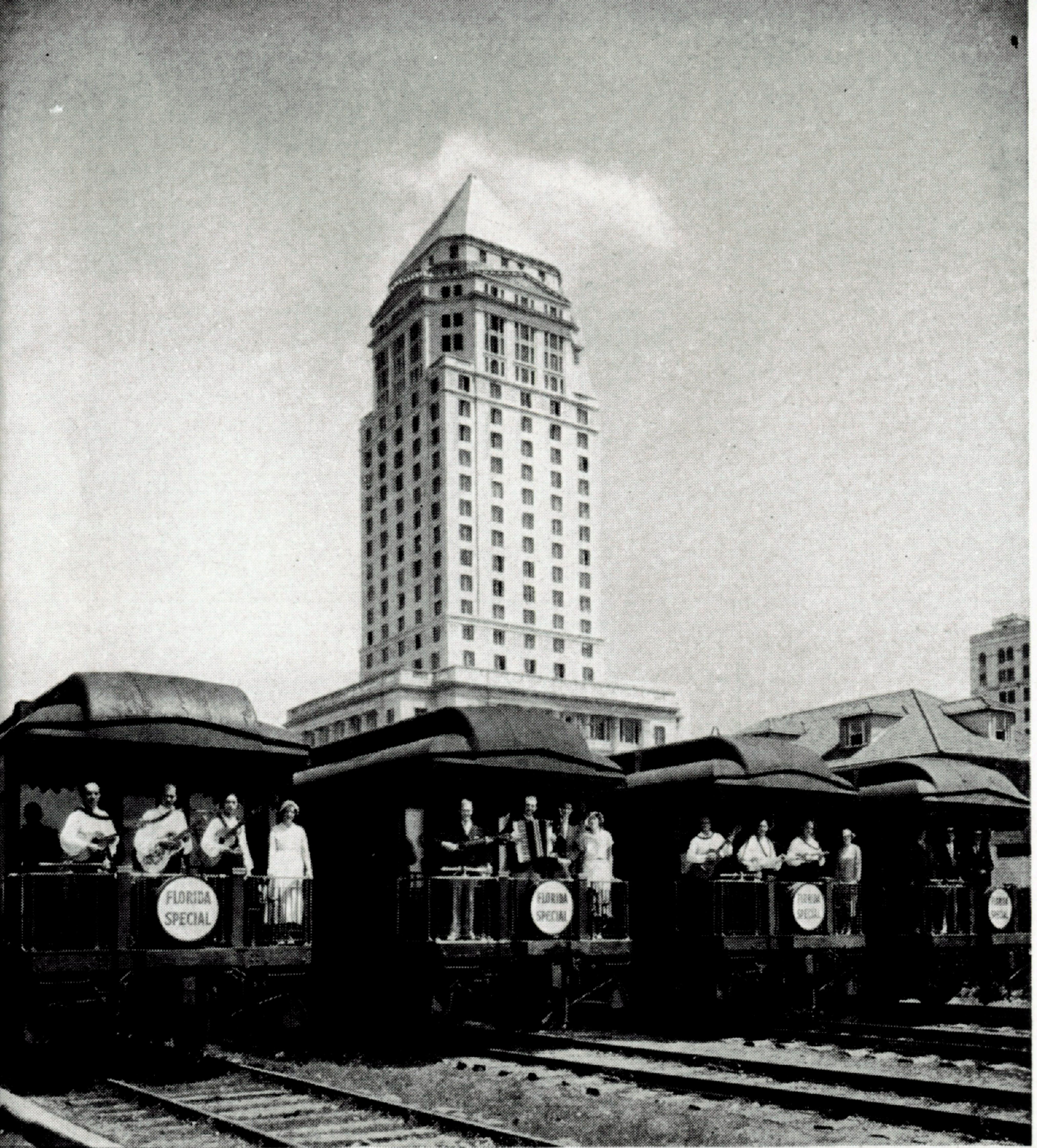
You Can Be There Tomorrow Safely by Train

Considering time, safety, restfulness and comfort, a train trip to the East Coast of Florida proves most satisfactory and economical. Should you undertake to travel by highway it would require days under most favorable conditions, instead of hours. You would be exposed to many hazards, uncertainties and inconveniences, very probably arrive tired out and in ill humor. The rail trip is so much shorter, more comfortable and, if you take into account all items of expense, cheaper in the end. The days saved going and returning can be added to your stay in Florida. This is particularly important if your vacation time is limited.

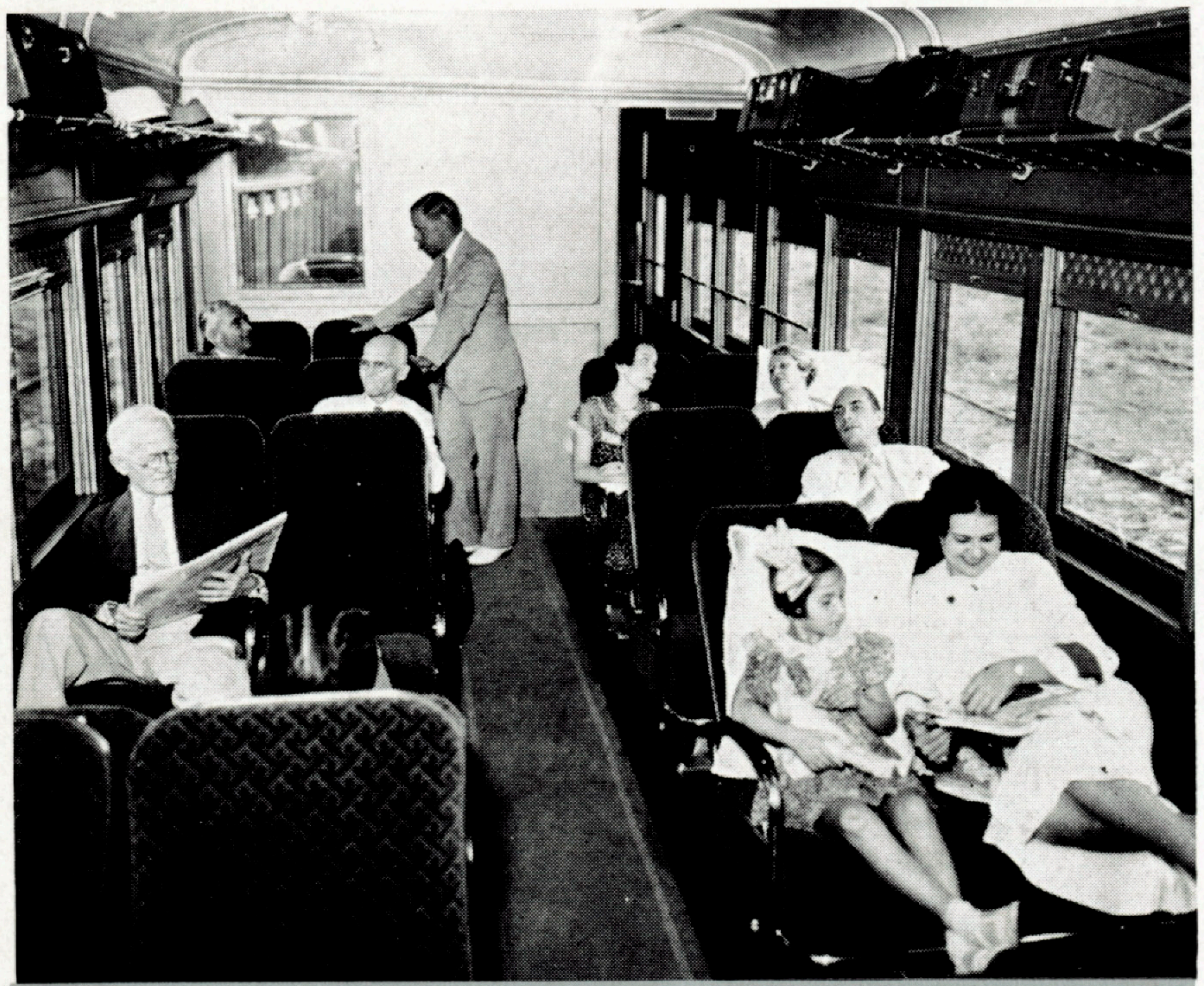
From most of the territory east of the Mississippi River, the Florida East Coast can be reached in a remarkably short time on fast, luxurious through trains. You can leave home one day, arrive there the next. Daily trains make the run from New York to Jacksonville, northern terminus of the Florida East Coast Railway, in 20 hours and it takes only 25 hours from Chicago. Even from sections as distant as New England one needs to be on the train only ONE NIGHT en route.

Railway fares to the East Coast of Florida are now attractively low, and railway service is faster and more comfortable than ever before. One may go from Washington to Miami, for example, in roomy coaches for only $17.90, and from Cincinnati the coach fare is only $18.15. Correspondingly low fares apply from all sections to points on the Florida East Coast. For travel in Pullman cars, fares are slightly higher, but quite economical on a round-trip basis, considering the added luxury.

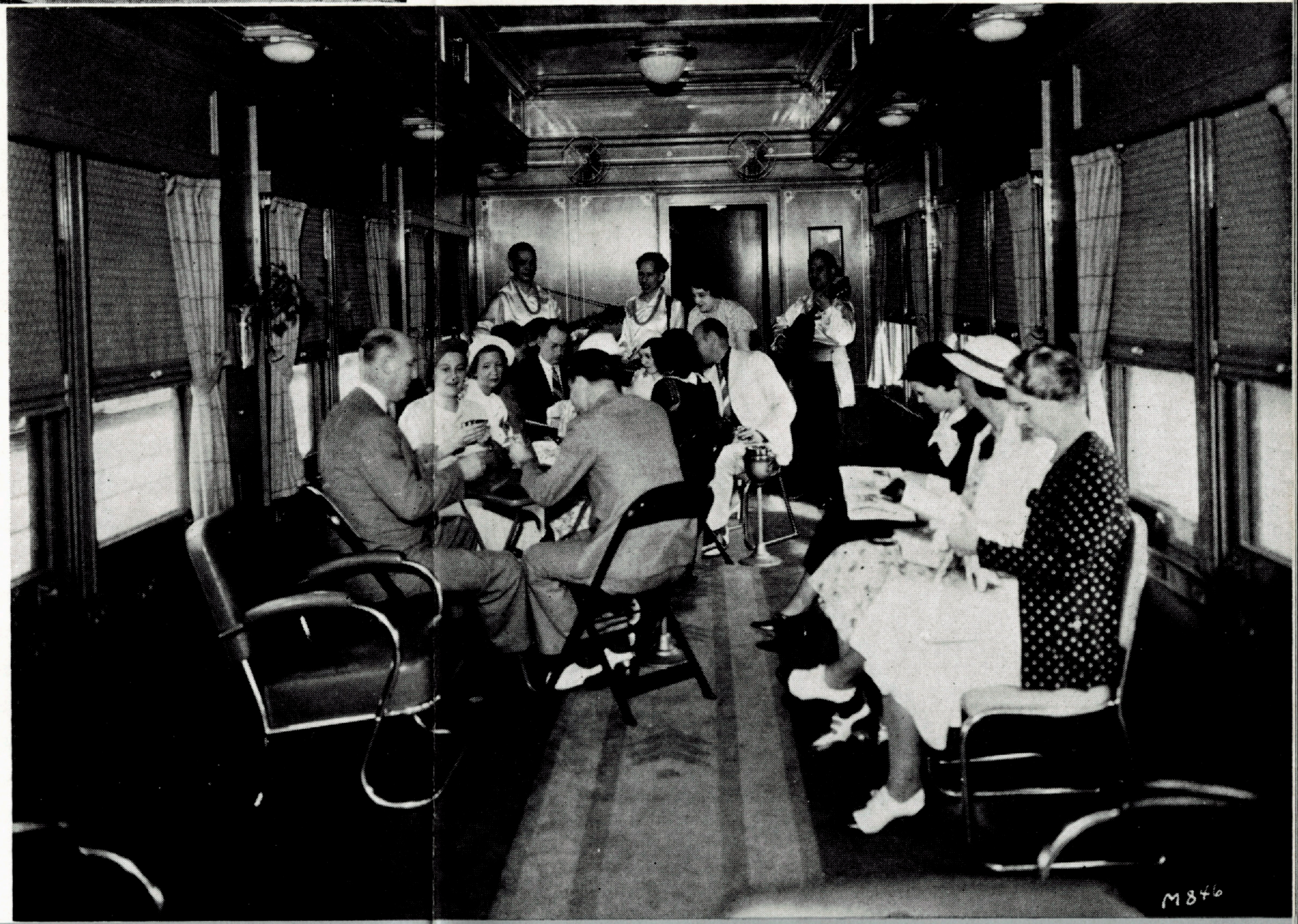
Should you desire to take your car to Florida, yet avoid driving it down, this now can be readily done. Purchasers of four or more coach tickets, or two or more unrestricted tickets may have their car transported by fast freight to destination for only one extra one-way ticket at 4 cents a mile. This arrangement proves very popular with Florida visitors as it enables them to enjoy the quick, safe, comfortable and restful train trip, and still have their car available for pleasure drives soon after they arrive. Your local railway agent will gladly explain the details of this convenient method of taking your car with you.


FLORIDA SPECIAL
FLORIDA SPECIAL
FLORIDA SPECIAL
FLORIDA SPECIAL

Four sections of the "Florida Special", showing Recreation Car orchestras and hostesses



Florida East Coast Railway coaches are unusually comfortable



Bridge is a favorite pastime in the Recreation Car of the "Florida Special" as the miles glide by

At Florida East Coast resorts bathing suits are common winter attire

Jacksonville Union Station, gateway to the Florida East Coast

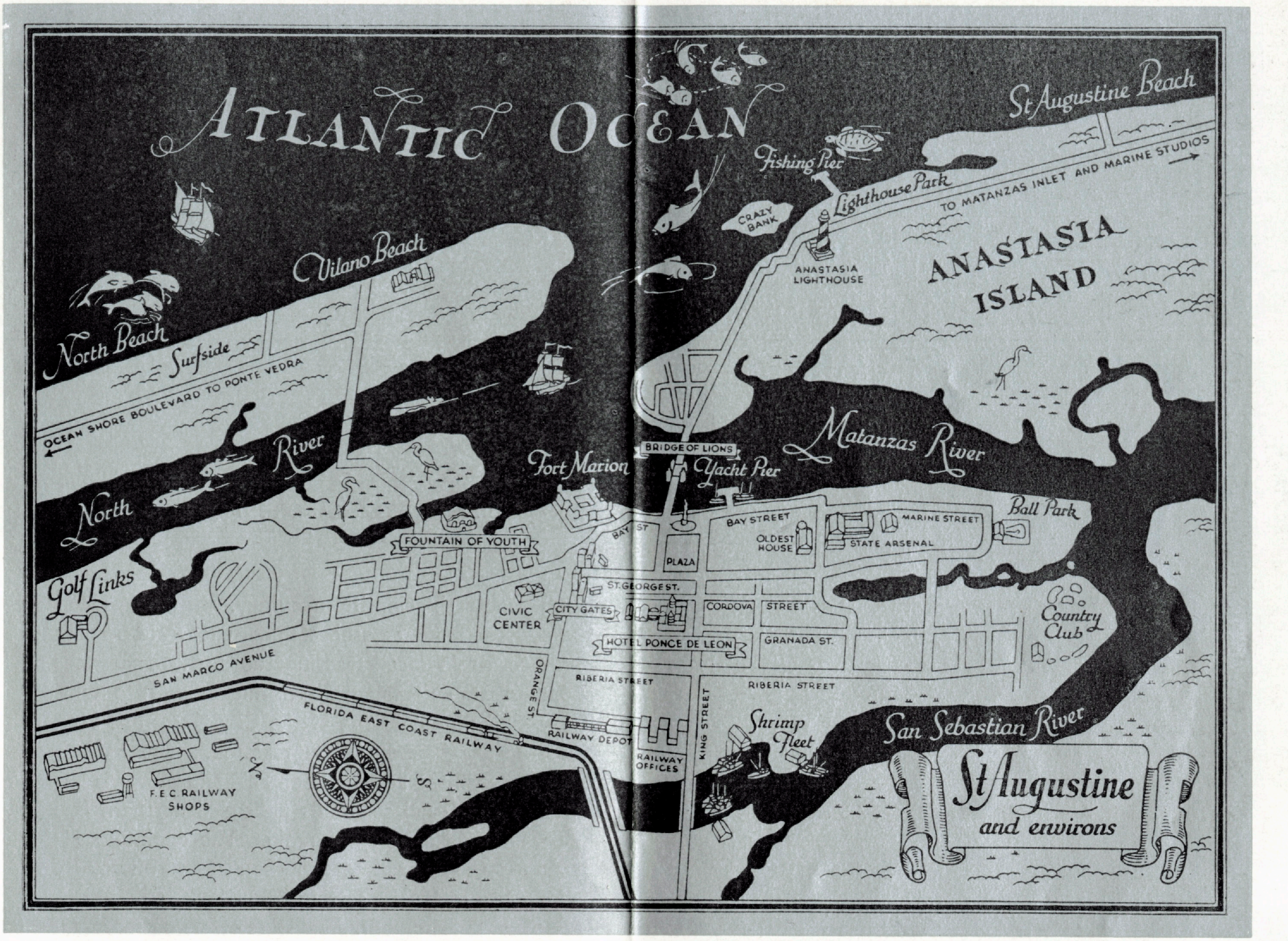
Down the Fascinating Shore

A trip down the East Coast of Florida naturally begins at Jacksonville, northern terminus of the Florida East Coast Railway. From this point, the two main line tracks of the Florida East Coast Railway, the only double track route through the state, extend to Miami, skirting the ocean shore and serving all intermediate coastal towns and resorts. This direct rail route is 60 miles shorter between Jacksonville and South Florida, consequently hours faster than any other available form of land transportation.

Jacksonville has a fine union station, into which all rail lines serving Florida operate, greatly simplifying travel through this gateway. Usually it is not necessary to change trains here, as through trains and Pullman lines are operated over the Florida East Coast Railway reaching all principal points.

With a population of around 150,000, Jacksonville is Florida's leading railroad and distributing gateway, enjoying an advantageous location 20 miles up the navigable St. Johns River. Soon after leaving the Union Station, Florida East Coast Railway trains cross a massive double track bridge over the majestic St. Johns River, revealing a fine view of the city's waterfront.

Although primarily a business city, Jacksonville has much residential and resort appeal, as reflected in its parks, fine hotels, lovely residential districts, yacht clubs and golf courses. Nearby on the ocean shore are Jacksonville and Atlantic Beaches with their typical beach amusements, cottage colonies and hotels.


Atlantic Ocean
St Augustine Beach
Fishing Pier
Lighthouse Park
To Matanzas Inlet and Marine Studios
Crazy Bank
Anastasia Lighthouse
Anastasia Island
Vilano Beach
North Beach
Surfside
Ocean Shore Boulevard to Ponte Vedra
North River
Golf Links
Fountain of Youth
Fort Marion
Bridge of Lions
Yacht Pier
Matanzas River
Bay St
Bay Street
Plaza
Oldest House
Marine Street
State Arsenal
Ball Park
St. George St.
Civic Center
City Gates
Cordova Street
Country Club
Hotel Ponce de Leon
Granada St.
San Marco Avenue
Orange St
Riberia Street
Riberia Street
King Street
Florida East Coast Railway
Railway Depot
Railway Offices
Shrimp Fleet
San Sebastian River
F.E.C. Railway Shops
N
S
St Augustine
and environs

ST. AUGUSTINE—The Florida East Coast Railway is the only rail line which takes you to St. Augustine, one of the most unique and interesting places in the entire South. Less than an hour's train ride from Jacksonville brings you to this quaint old city, famed as the oldest in the United States, where a fascinating program of Restoration is now in progress.

Many evidences of St. Augustine's storied past and Old World origin have survived modernization. Its medieval, moat-surrounded Castle of San Marcos frowns upon the bay as it did in days of yore. Nearby stands the old city gateway, reminder of the time when St. Augustine was a walled town. From the Plaza, where the old cathedral looks down, lead quaint narrow streets along which, here and there, may be noted bits of old garden wall and an occasional overhanging balcony, that further accent its Old World charm. Beyond spread the newer residential districts.

Today, St. Augustine is assuming new national interest and prominence through its comprehensive program of Restoration. Under the competent direction of the Carnegie Institution, of Washington, plans are being carried out to fittingly preserve and restore St. Augustine's priceless historical heritage. This is

An example of St. Augustine's interesting Spanish architecture

Entrance court of the magnificent Hotel Ponce de Leon

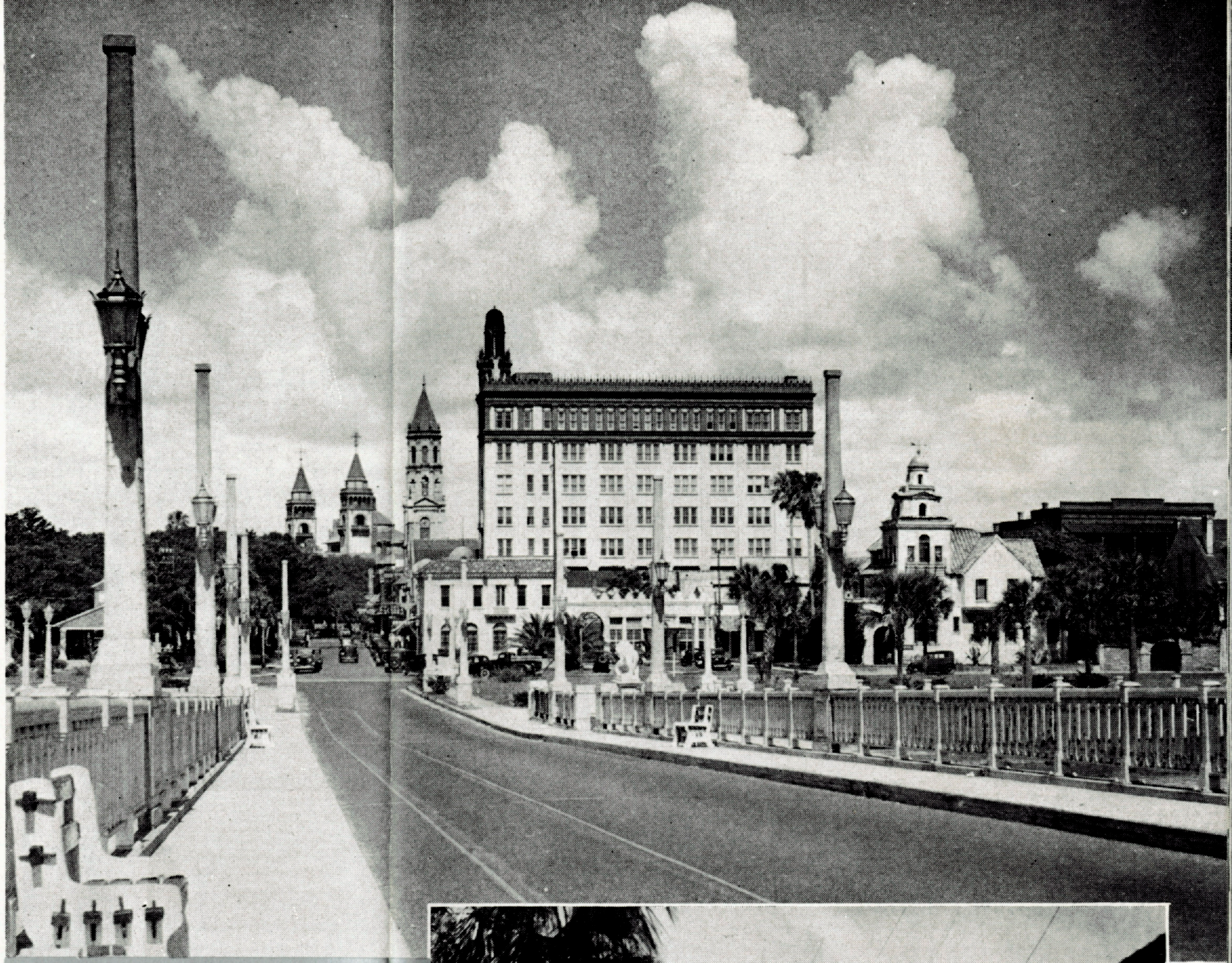
St. Augustine's ancient fort still guards approach by sea

being done with scientific accuracy. In the heart of the city one may see archeological excavations being made to aid in reconstructing the past. Thousands of interesting objects have been thus brought to light. The coquina moat bridge of the City Gates has been unearthed and permanently restored. The ancient moat between the Fort and San Sebastian River is being excavated and soon this palisaded northern line of defense will exist once again. The quaint architecture of the older streets will be restored where now lacking and the entire setting beautified.

Besides its history, St. Augustine offers a great deal more to every type of traveler. Its surrounding waters afford fine fishing and yachting. On its golf courses leading amateurs and professionals compete in a series of National tournaments. Across Matanzas Bay lie wonderful nearby beaches and island districts.

Excellent hotels, boarding houses, restaurants and tea rooms cater to St. Augustine's constant influx of visitors. The magnificent Ponce de Leon Hotel, a splendid example of Spanish Renaissance architecture, occupies spacious grounds in the heart of the city. As the center of the shrimp fishing industry St. Augustine is famed for its delicious seafoods and characteristic Spanish dishes, the recipes for which have been handed down for generations.

The climate is delightful both summer and winter. The winters, although mild, are somewhat cooler than

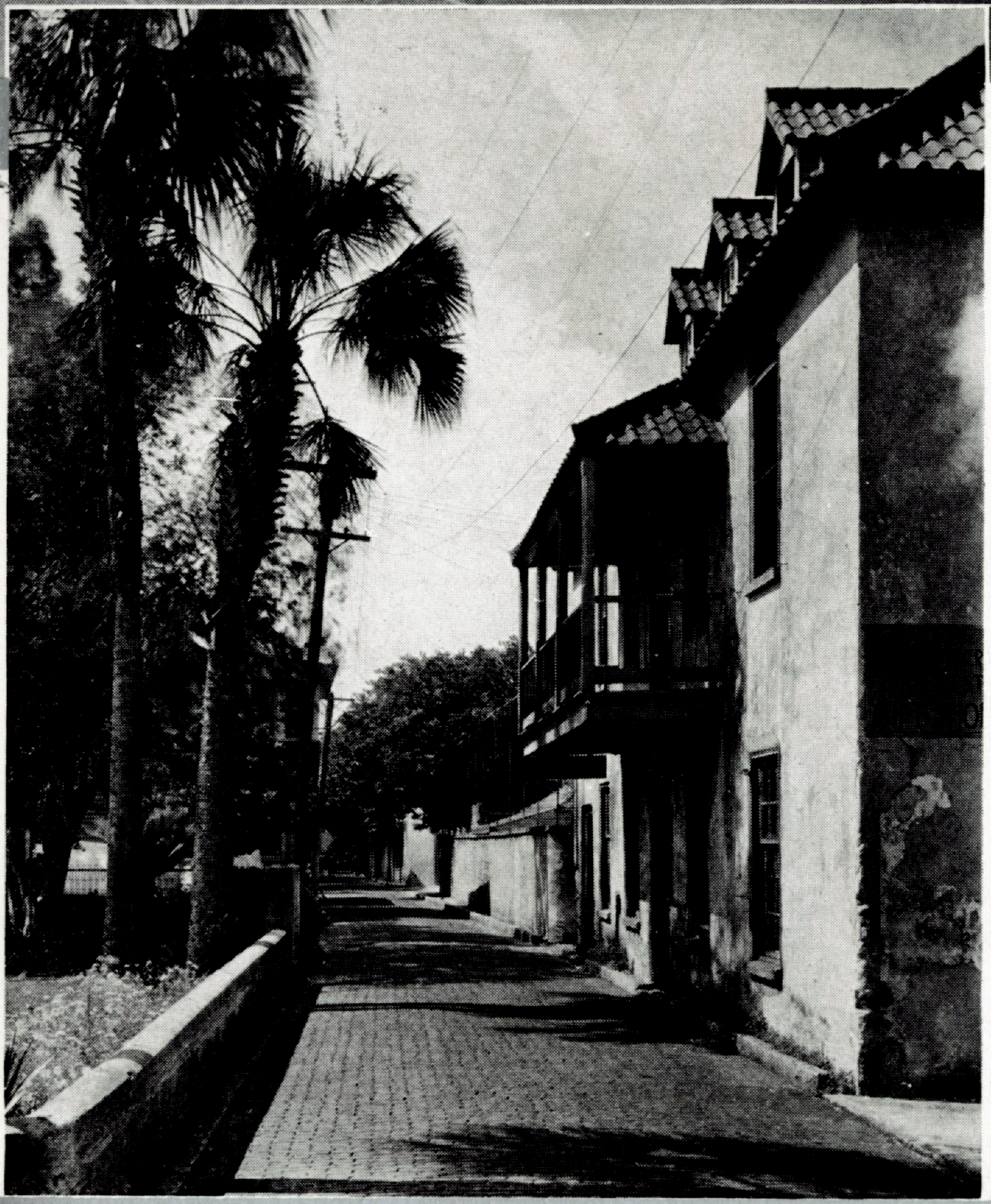


A part of the Ancient City from the Bridge of Lions

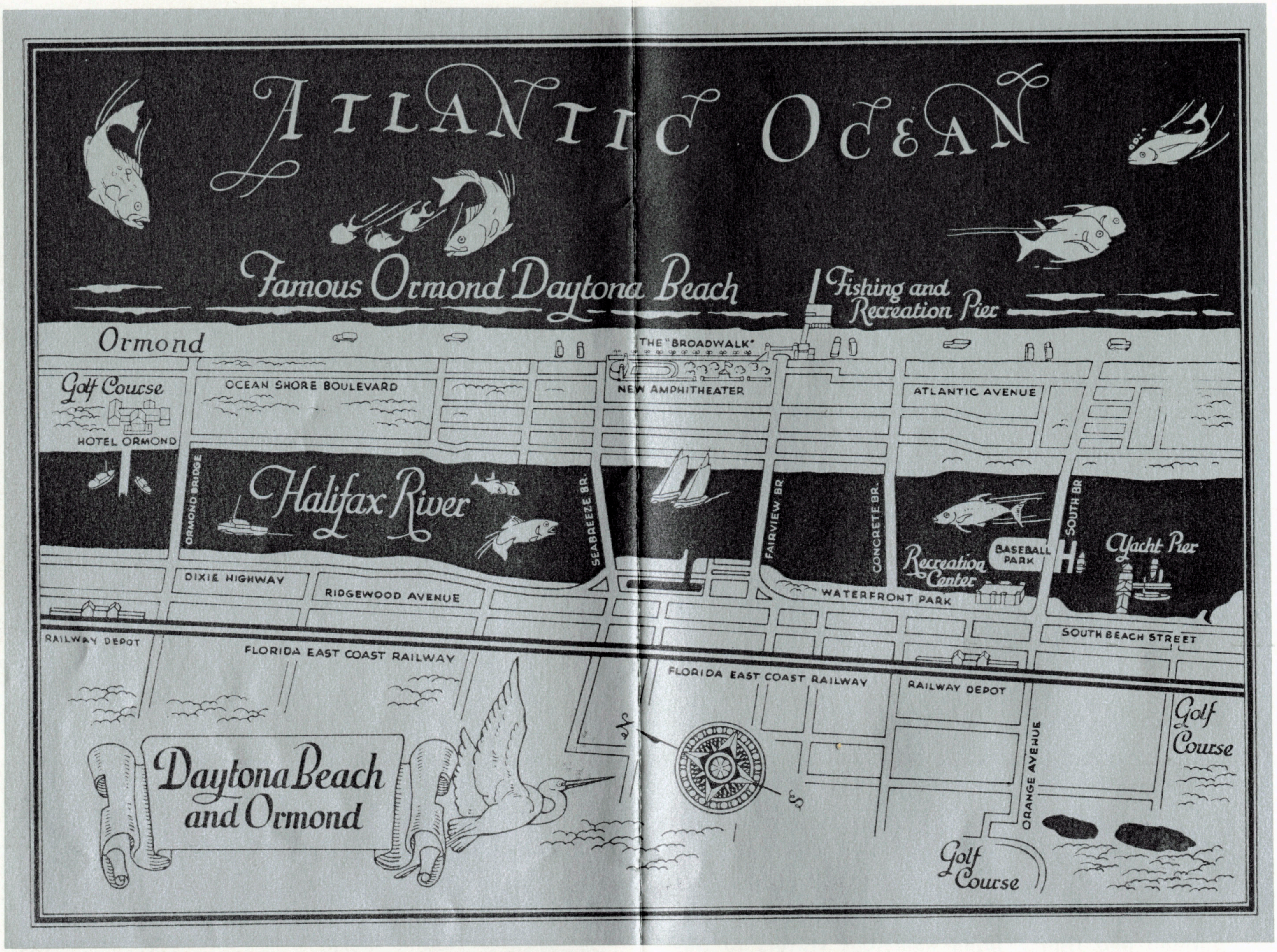
farther south, but healthful and invigorating. In summer, cool sea breezes, wonderful beaches, surf-bathing and fishing bring numerous visitors to this Florida seashore, which is an ideal year-around environment for the valetudinarian.

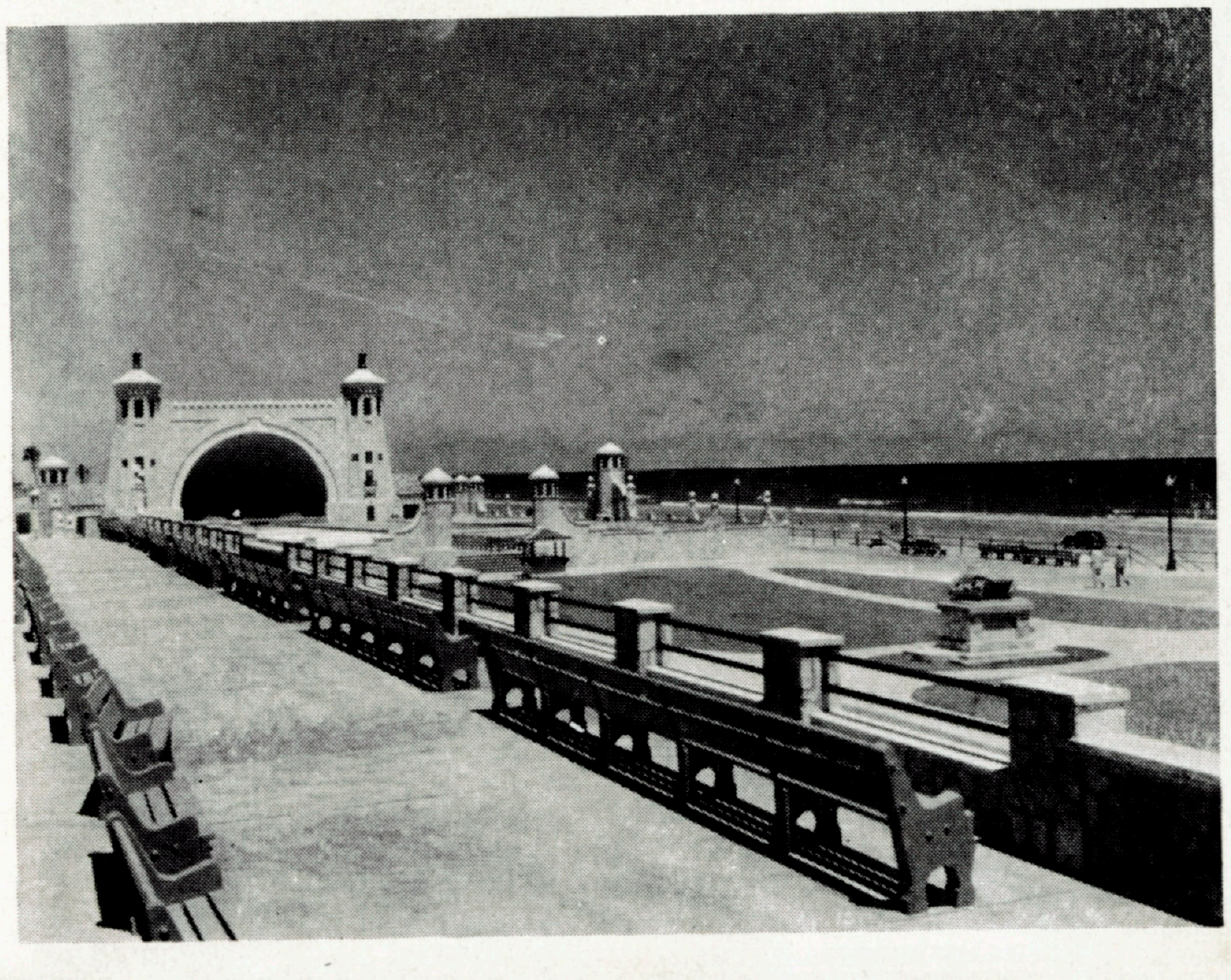
PONTE VEDRA: Midway between Jacksonville and St. Augustine on the ocean shore is Ponte Vedra, accessible by highway from either of these points. Here there is an excellent golf course, fine colony of beach homes, club house, large swimming pool and recently erected hotel. It is becoming one of the popular shore resorts of the Southeast.

MARINELAND: Some 18 miles south of St. Augustine, on the ocean shore boulevard, an unusual new development is taking shape, known as Marine Studios. This is to consist of huge marine tanks in which large gamefish will be displayed, a yacht basin, cabanas and other tourist accommodations.



One of St. Augustine's quaint, narrow streets


Atlantic Ocean
Famous Ormond Daytona Beach
Fishing and Recreation Pier
Ormond
The "Broadwalk"
New Amphitheater
Golf Course
Ocean Shore Boulevard
Atlantic Avenue
Hotel Ormond
Halifax River
Ormond Bridge
Seabreeze Br.
Fairview Br.
Concrete Br.
South Br.
Baseball Park
Recreation Center
Yacht Pier
Dixie Highway
Ridgewood Avenue
Waterfront Park
South Beach Street
Railway Depot
Florida East Coast Railway
Florida East Coast Railway
Railway Depot
Golf Course
Daytona Beach and Ormond
N
S
Orange Avenue
Golf Course



Daytona's new seaside amphitheater and park

ORMOND BEACH, fifty miles south of St. Augustine, lies between the ocean and Halifax River on Pelican Island, and is served directly by the Florida East Coast Railway. Here a cottage colony surrounding Hotel Ormond has long been a favored spot. Shaded trails and drives lead through the live oaks, magnolias and orange groves of the vicinity making riding a delightful pastime. Ormond's beach, a continuation of that of Daytona, and its seaside golf course are justly noted. Amid such surroundings spread the spacious grounds and broad verandas of Hotel Ormond, one of the distinguished Flagler System hotels.

Feeding the friendly sea gulls at Daytona Beach

DAYTONA BEACH, just south of Ormond, occupies a wide area on the mainland and peninsular shores of the Halifax River. It enjoys prominence both as a winter and summer resort. Moss-hung oaks, magnolias and palmettos lend their generous shade to its wide residential streets. Fine provisions exist here for the accommodation and entertainment of visitors. A large recreational center and park border the river front. Good golf courses are nearby.

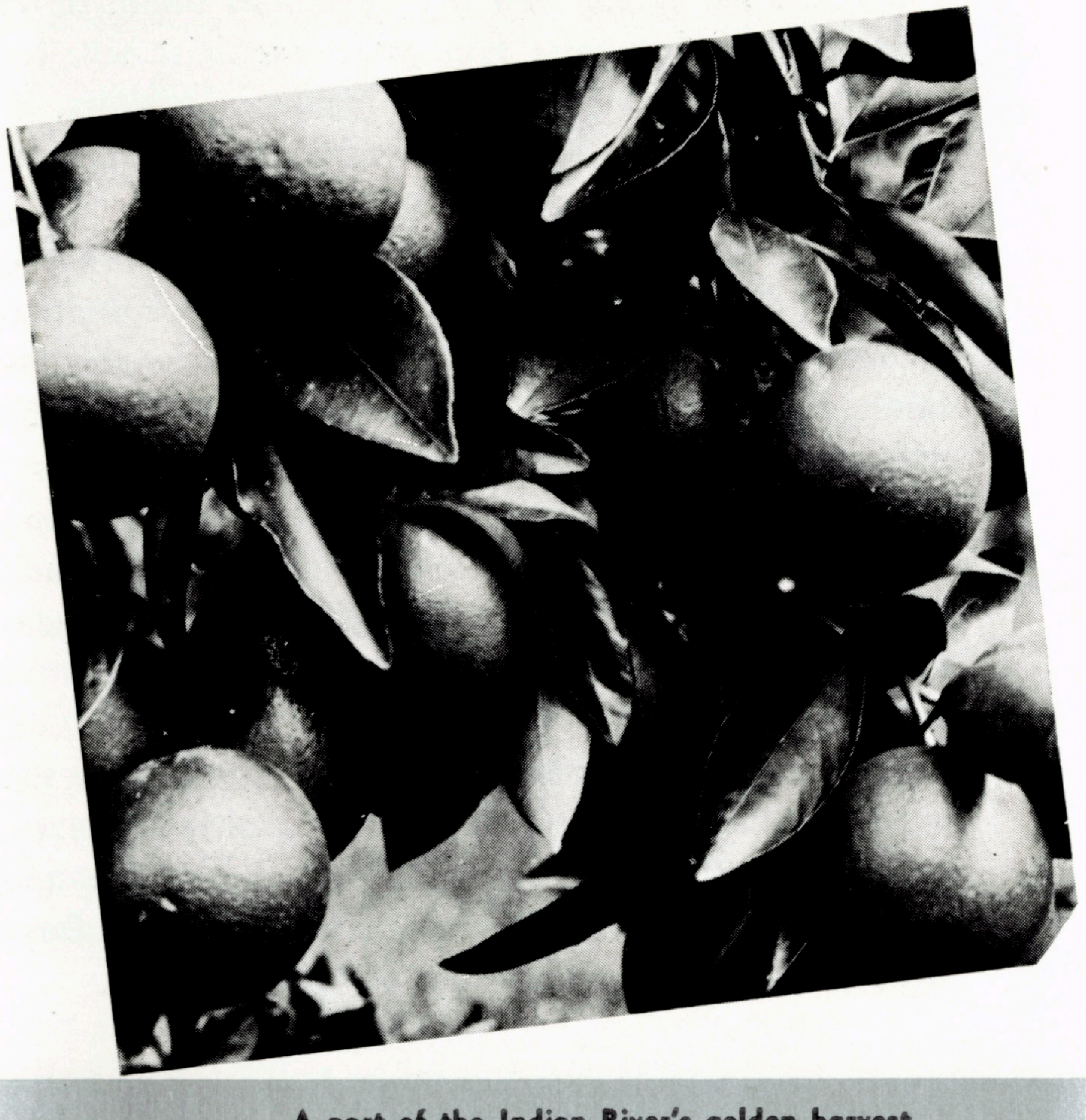
Just across the Halifax River, connected with the mainland by four bridges, a populous beach section affords further amusements and housing accommodations. Here the world-famous Ormond-Daytona beach extends for 23 miles, packed as smooth and hard as a cement highway, at times 200 feet wide. Nothing could be more ideal for surfbathing, motoring and beach amusements. Automobile speed trials and races are frequently held on this remarkable stretch of ocean sand.

Anglers will find plenty to entertain them in the waters surrounding Daytona Beach. Cool sea breezes, excellent surfbathing, an ocean pier, promenade and other extensive beach developments have made Daytona Beach popular in summer as well as winter.

A dip in the surf adds zest to life

For miles the Indian River winds through country such as this

Indian River waters reward the fisherman



A part of the Indian River's golden harvest

The drives along the Indian River are strikingly beautiful

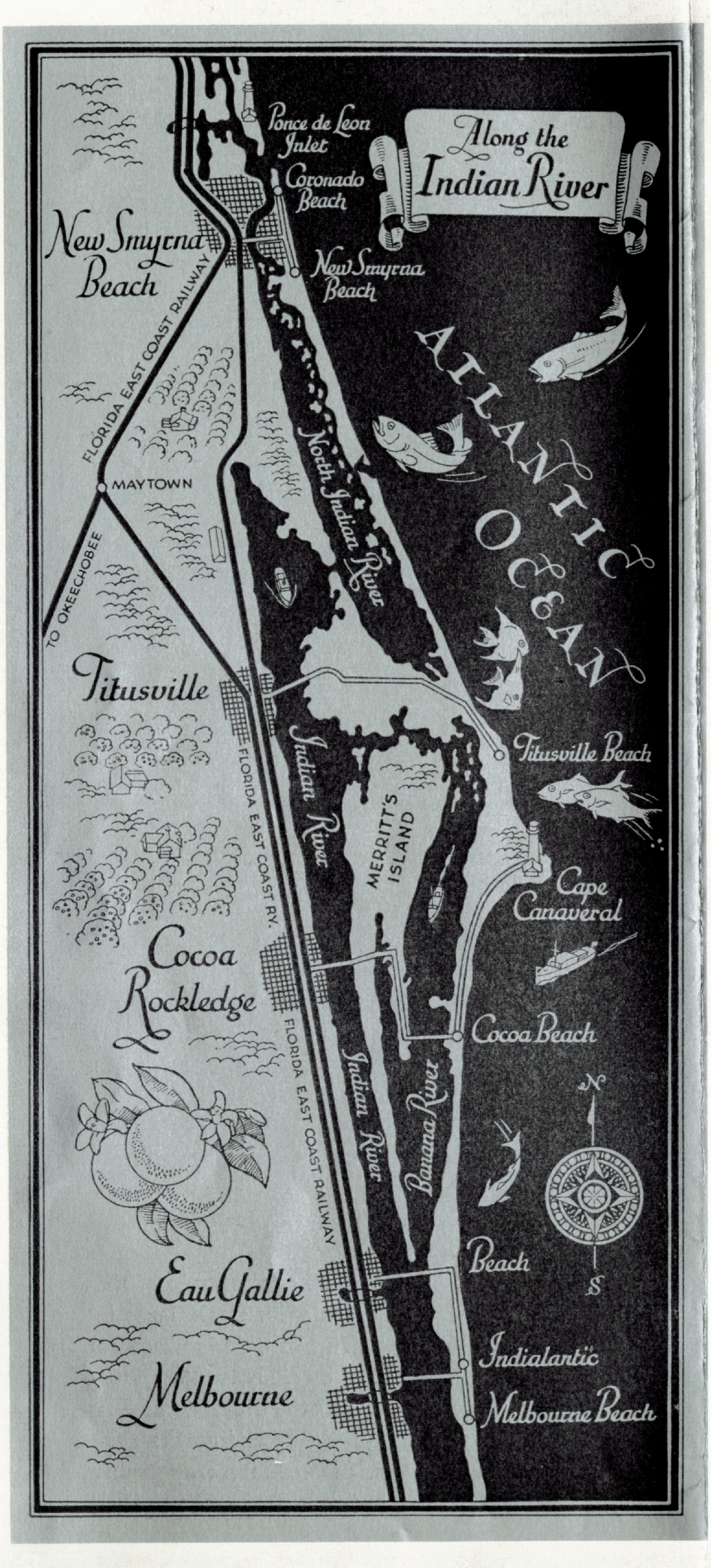
Along Indian River's Shore

From New Smyrna Beach to Jupiter, the Florida East Coast Railway follows the shores of the beautiful Indian River, a long salt-water lagoon, miles wide in some places, narrow in others, and 165 miles in length. Pretty towns nestle on the mainland shore of this river, while on the east it is bordered by a fringe of narrow green islands, with their ocean beaches. As the river is shallow it is crossed by bridges wherever the towns are located, making the islands and beaches very accessible.

All of this district is checkered with orange and grapefruit groves, interspersed with rich hammock lands. Certain soil and climatic conditions give the fruit grown along the Indian River a superior size and quality so that the name "Indian River" fruit is widely known.

The comfortable towns located on Indian River enjoy unusual residential and resort advantages, including fine facilities for boating, fresh and salt-water fishing, hunting, adjacent and easily reached beaches. Good schools and modern civic improvements characterize them as wholesome places to live as well as visit. Accommodations comprise small but comfortable hotels, boarding houses and cottages.

NEW SMYRNA BEACH, located on the banks of the North Indian River, is one of the older settlements in Florida. Here in 1767, a Dr. Turnbull, during English rule in East Florida, established a colony for the growing of indigo and sugar. Some of the drainage canals dug at that time are still in evidence and on the outskirts of New Smyrna Beach hide the interesting ruins of an Old Spanish mission.


Along the Indian River
Ponce de Leon Inlet
Coronado Beach
New Smyrna Beach
New Smyrna Beach
Florida East Coast Railway
Atlantic Ocean
North Indian River
Maytown
To Okeechobee
Titusville
Titusville Beach
Florida East Coast Ry.
Indian River
Merritt's Island
Cape Canaveral
Cocoa
Rockledge
Cocoa Beach
Indian River
Banana River
Florida East Coast Railway
N
S
Beach
Eau Gallie
Indialantic
Melbourne
Melbourne Beach

Like Daytona Beach this town has attractive, well-shaded streets, many provisions for entertaining visitors, such as shuffleboard and tennis courts, a golf course, and fine little yacht club. Bridges connect it with nearby beaches. Surrounding waters afford fine fishing.

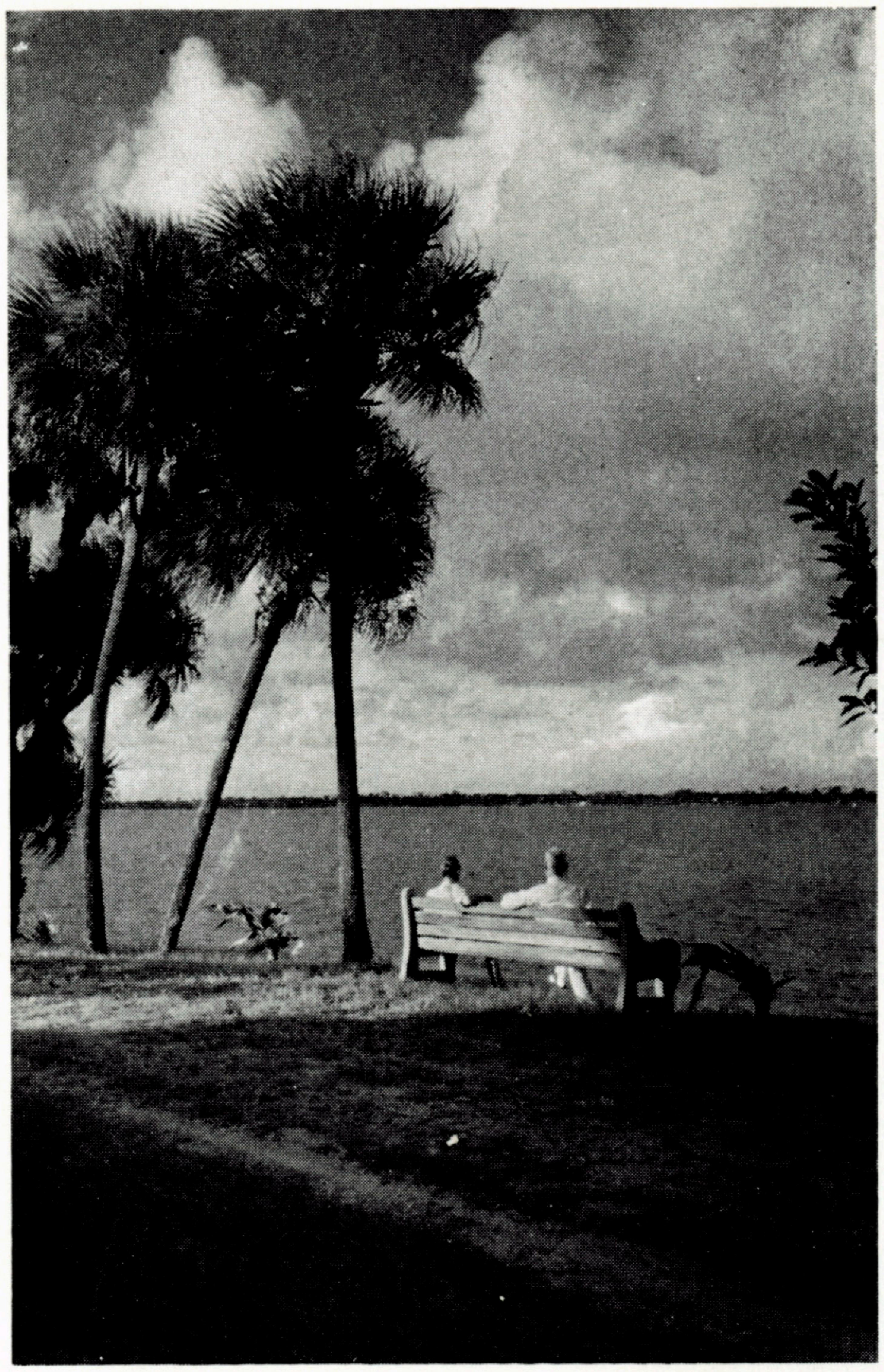
At New Smyrna Beach, a branch line of the Florida East Coast Railway penetrates inland to Lake Okeechobee, and around the east shore of this large body of fresh water, tapping a very rich agricultural region in which vast quantities of sugar cane and winter vegetables are produced.

TITUSVILLE, population 2,500, is the first town of importance on the Indian River, 29 miles south of New Smyrna Beach. It is a shipping point for fruit, fish and vegetables, the county seat of Brevard County. A free bridge links it with a fine beach.

COCOA and ROCKLEDGE, combined population 4,000, are adjoining communities served by one railroad station. Cocoa profits as the commercial center of a rich agricultural district and as the gateway to Merritt's Island, which lies across the Indian River. This island, 32 miles long and up to 8 miles in width, produces luscious fruits and vegetables. Both Cocoa and Rockledge have long been popular as resorts, affording golf, good fishing, yachting and surfbathing amid picturesque surroundings. Fine homes line the beautiful drive which winds along the Indian River shore through these communities.

EAU GALLIE, population 1,200, seventeen miles south of Rockledge and six miles north of Melbourne, faces the Banana River where it rounds the southern end of Merritt's Island. Numbered among its attractions are a golf course, splendid fishing, yachting and convenient beach.

MELBOURNE, population 3,000, is a modern, progressive little city, overlooking the Indian River just midway between Jacksonville and Miami. An 18-hole golf course, nearby bathing beach, fresh and salt-water fishing, yacht club and good dockage bring it many visitors. Cottages, rooming houses and attractive residences supplement its several good hotels.

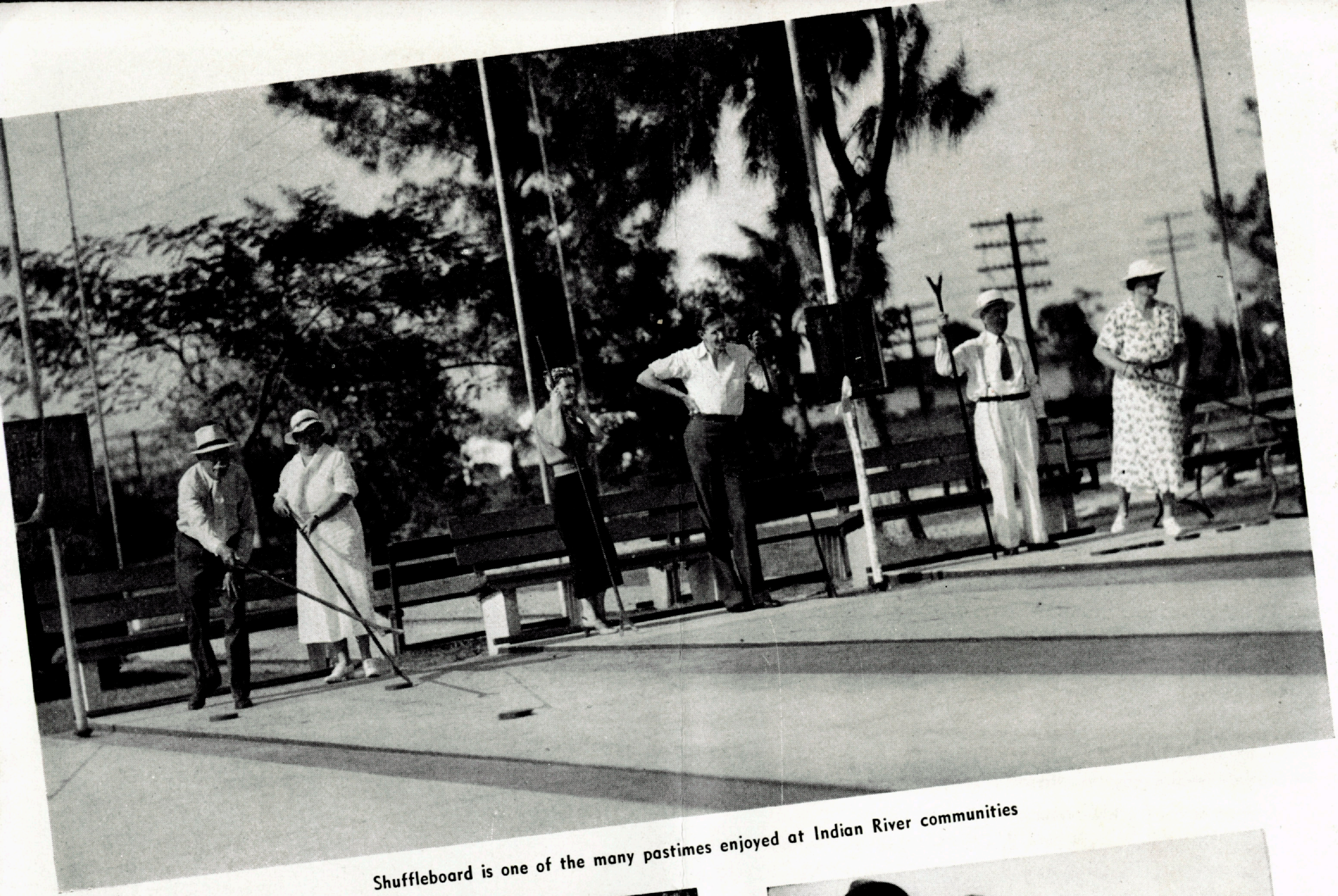


Looking across the River from Cocoa toward the low-lying shores of Merritt's Island

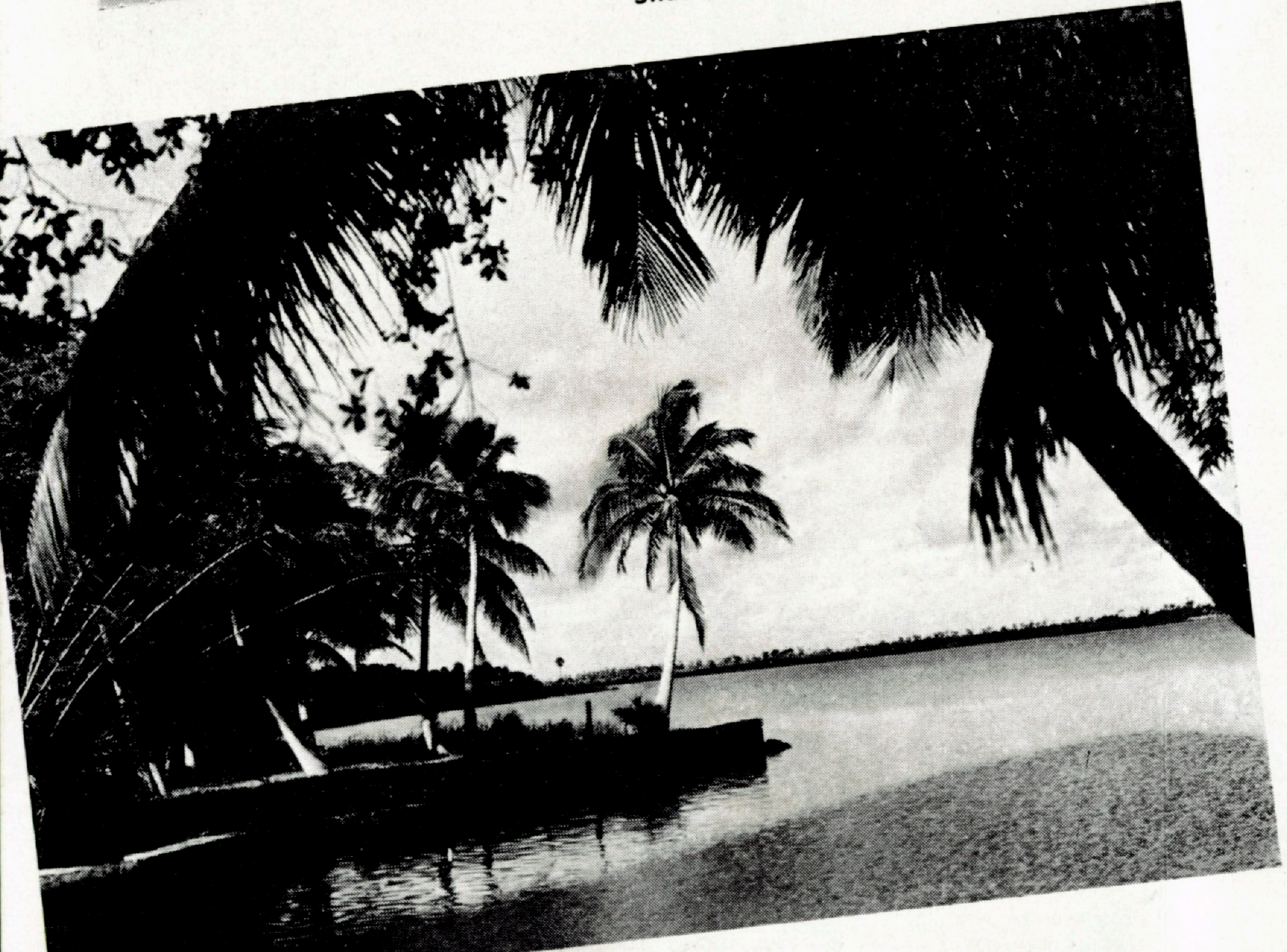
The Indian River affords over one hundred miles of protected yachting waters

Moss-hung oaks shade New Smyrna Beach's streets

Bowling on the green at Vero Beach



Shuffleboard is one of the many pastimes enjoyed at Indian River communities



A view of the St. Lucie River from a Stuart estate

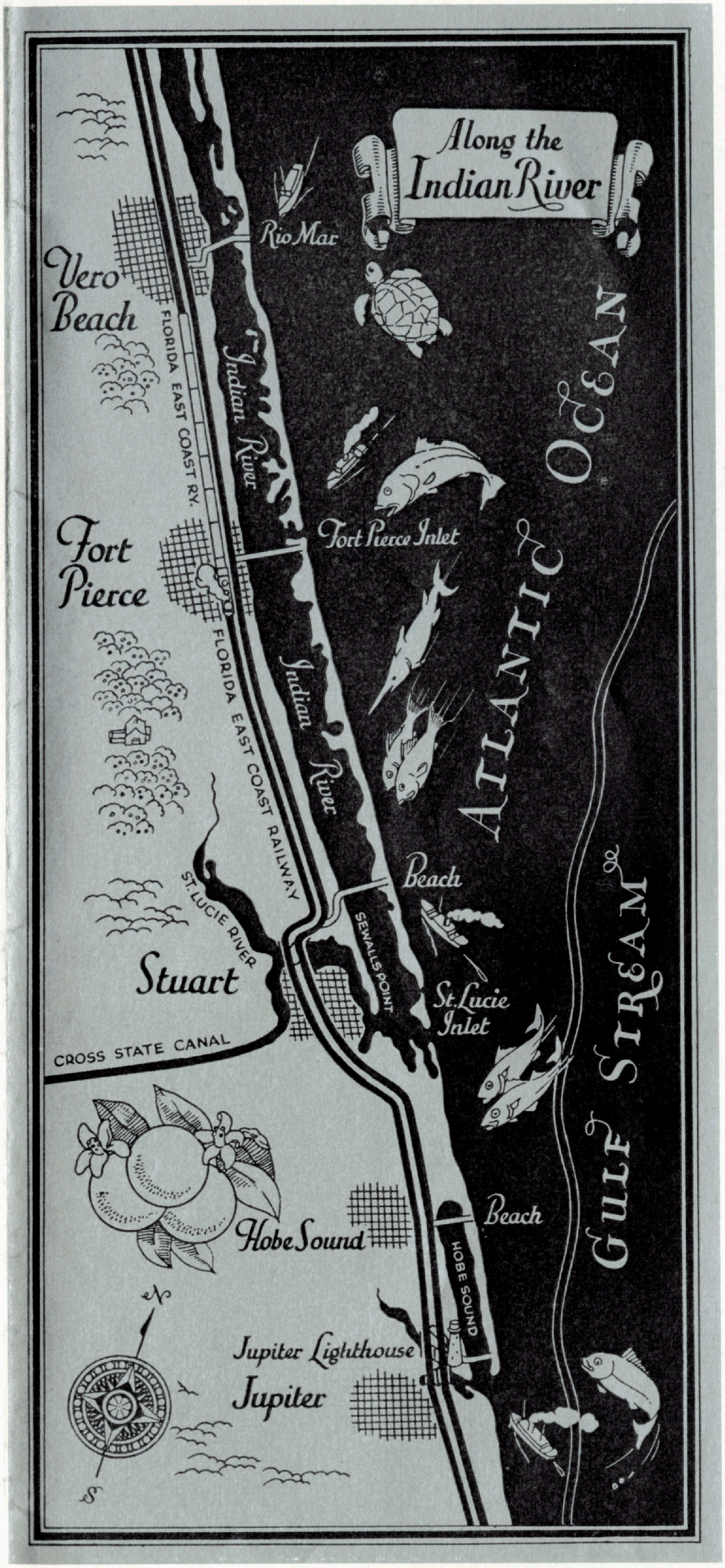
Fine catches are made from bridges and piers

VERO BEACH, population 2,500, occupies fine hammock land on the Indian River in the midst of many orange and grapefruit groves. A bridge across the Indian River "Narrows" links this neat, well-kept town with a beach section. Fishing, golf, surfbathing and other sports constitute its year round diversions. On the outskirts of Vero Beach is McKee Jungle Gardens, a large tract of beautiful tropical, but snakeless jungle, in which a variety of native and rare plant specimens are to be seen in an appropriate natural setting. Vero Beach is particularly proud of its extensive, centrally located park providing tennis, shuffleboard, bowling, horse-shoe pitching, and a well-equipped children's playground.

FORT PIERCE, population 6,500, combines resort appeal with good residential and business qualities. Large quantities of fruit, vegetables and fish are shipped from this point by rail and water. A deep channel permits ocean-going ships to enter. Only two miles separate the business section of Fort Pierce from island beaches across the river. Fishing provides both an industry and a pastime. Golf courses, tennis courts and other civic facilities diversify its amusements. It has several good hotels.

STUART, population 2,000, is noted as an excellent locality for fishing and issues an informative Fishing Guide. It faces an ocean inlet and the St. Lucie River almost surrounds it. Stuart has been frequented by such famous anglers as Presidents Arthur, Cleveland, Theodore Roosevelt, Taft and Harding. A good golf course, up-to-date hotels and ample yachting facilities are numbered among its attractions. It is the eastern terminus of a cross-state canal, navigable for yachts and smaller boats.

HOBE SOUND: On Jupiter Island, is a particularly attractive section bordered on one side by a long narrow lagoon, known as Hobe Sound, and on the other by the sea and surf. Island Inn, center of this development provides it with a beach club and golf course. On the shores of Hobe Sound spread the grounds of many beautiful residences, whose occupants have fine yachting, fishing and bathing at their very door.


Along the Indian River
Rio Mar
Vero Beach
FLORIDA EAST COAST RY.
Indian River
Fort Pierce Inlet
Fort Pierce
FLORIDA EAST COAST RAILWAY
Indian River
ATLANTIC OCEAN
Beach
ST. LUCIE RIVER
Stuart
SEWALLS POINT
St. Lucie Inlet
CROSS STATE CANAL
GULF STREAM
Beach
Hobe Sound
HOBE SOUND
Jupiter Lighthouse
Jupiter
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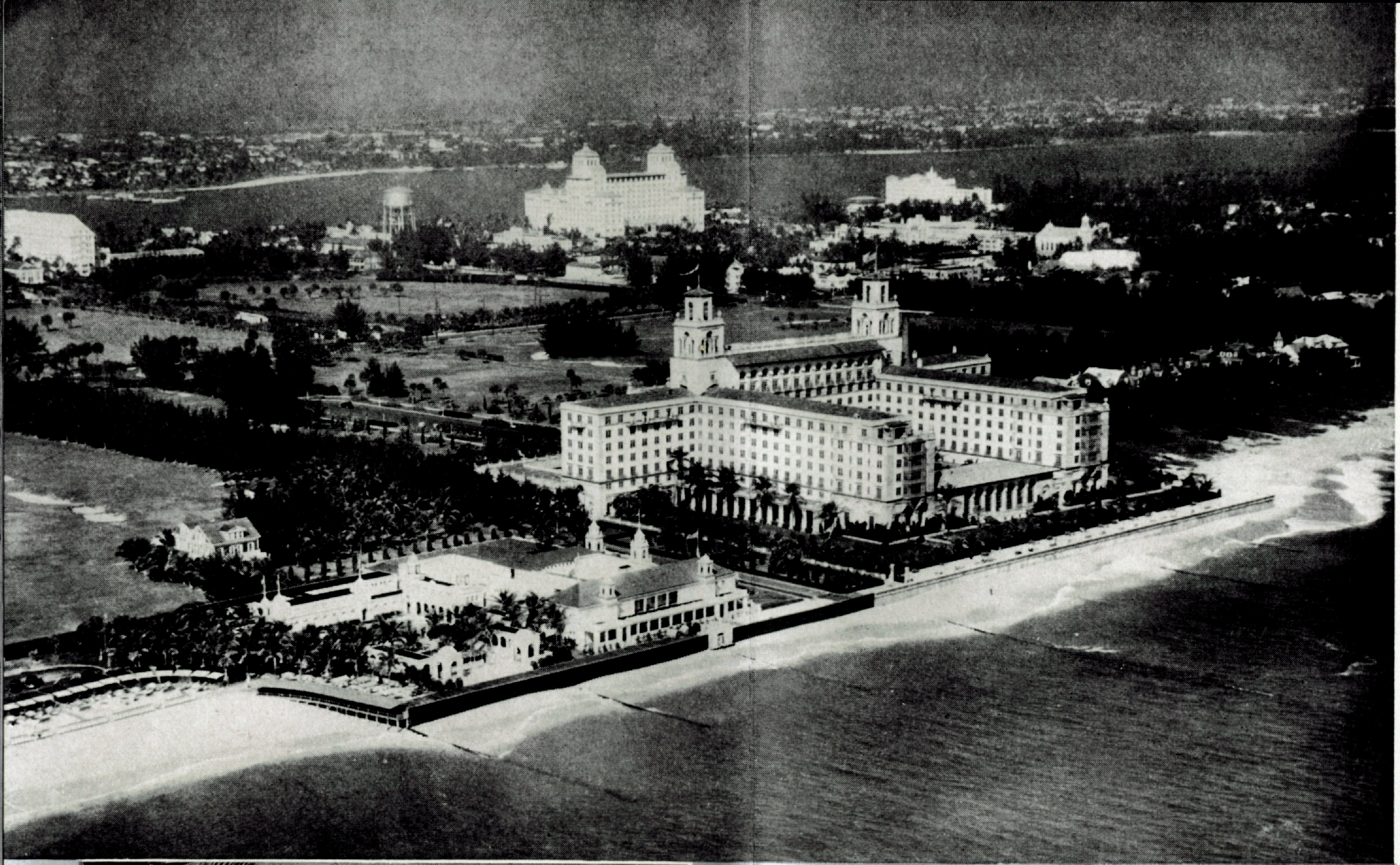
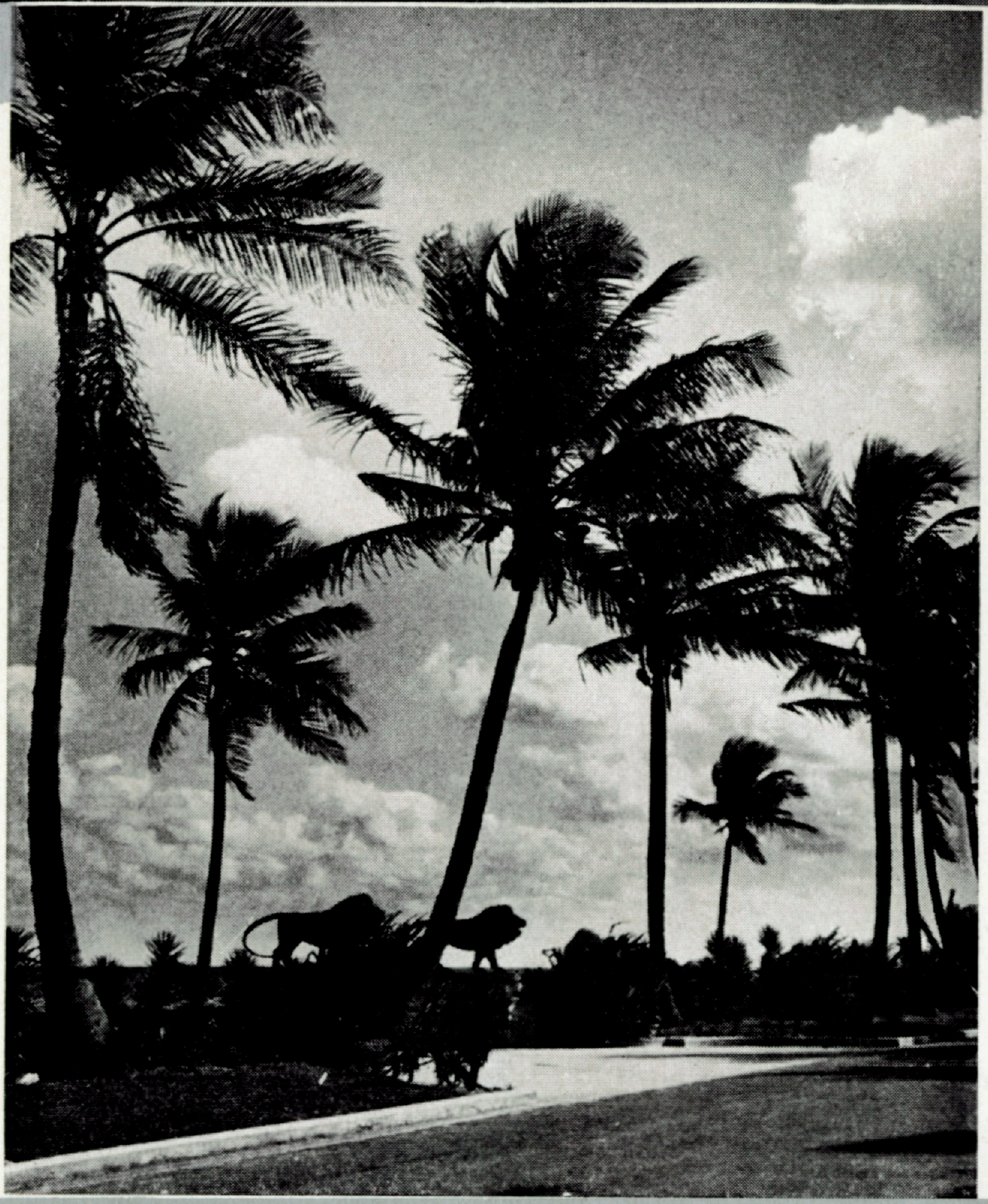
S

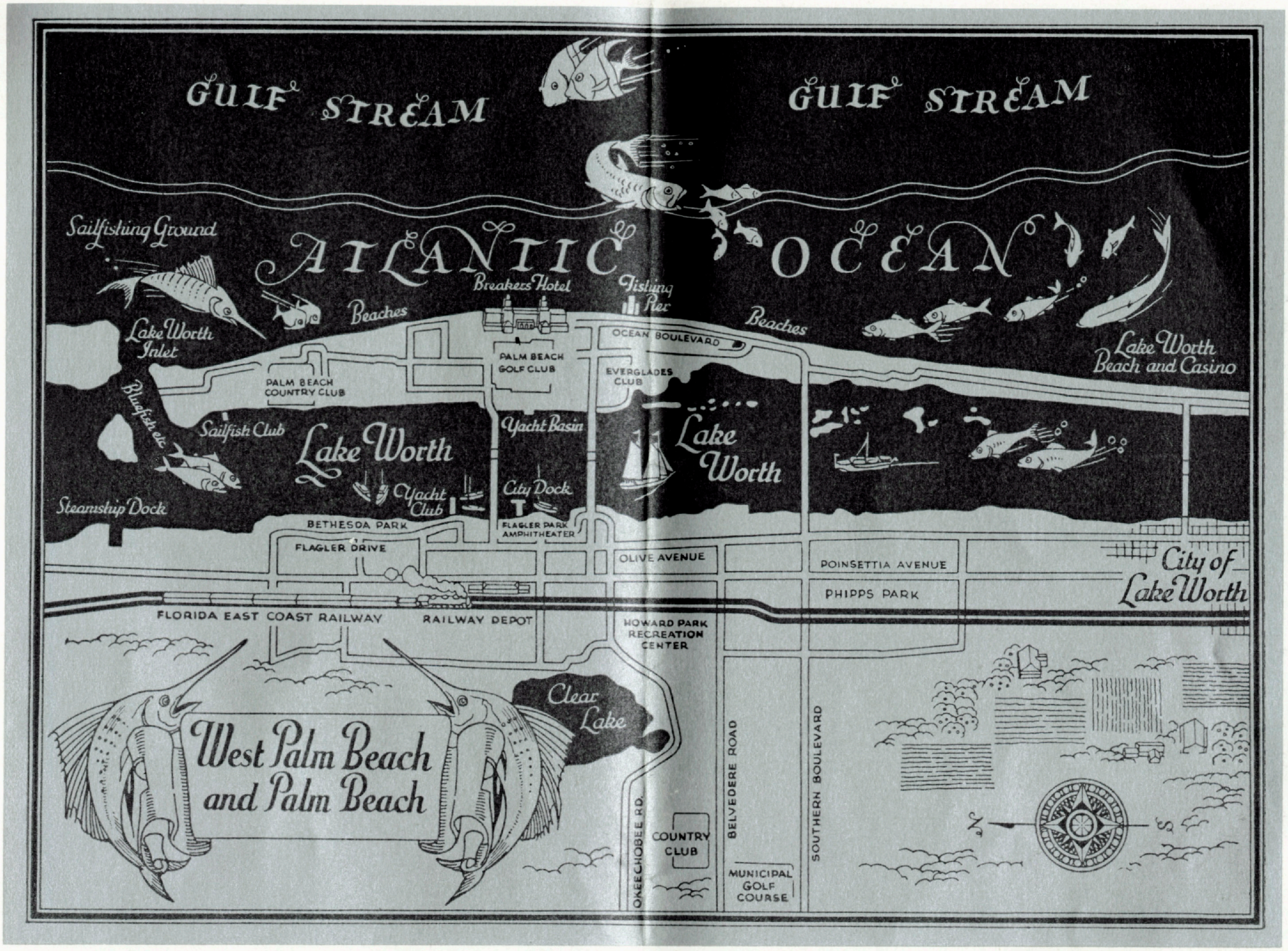


Facing the sea at Palm Beach is the luxurious Breakers Hotel and Casino



Where winter becomes only a memory

West Palm Beach from across Lake Worth


Gulf Stream
Gulf Stream
Sailfishing Ground
Atlantic Ocean
Lake Worth Inlet
Breakers Hotel
Fishing Pier
Beaches
Beaches
Ocean Boulevard
Palm Beach Golf Club
Palm Beach Country Club
Everglades Club
Lake Worth Beach and Casino
Bluefish etc.
Sailfish Club
Lake Worth
Yacht Basin
Lake Worth
Yacht Club
City Dock
Steamship Dock
Bethesda Park
Flagler Park Amphitheater
Flagler Drive
Olive Avenue
Poinsettia Avenue
City of Lake Worth
Phipps Park
Florida East Coast Railway
Railway Depot
Howard Park Recreation Center
Clear Lake
West Palm Beach and Palm Beach
Okeechobee Rd.
Country Club
Belvedere Road
Municipal Golf Course
Southern Boulevard
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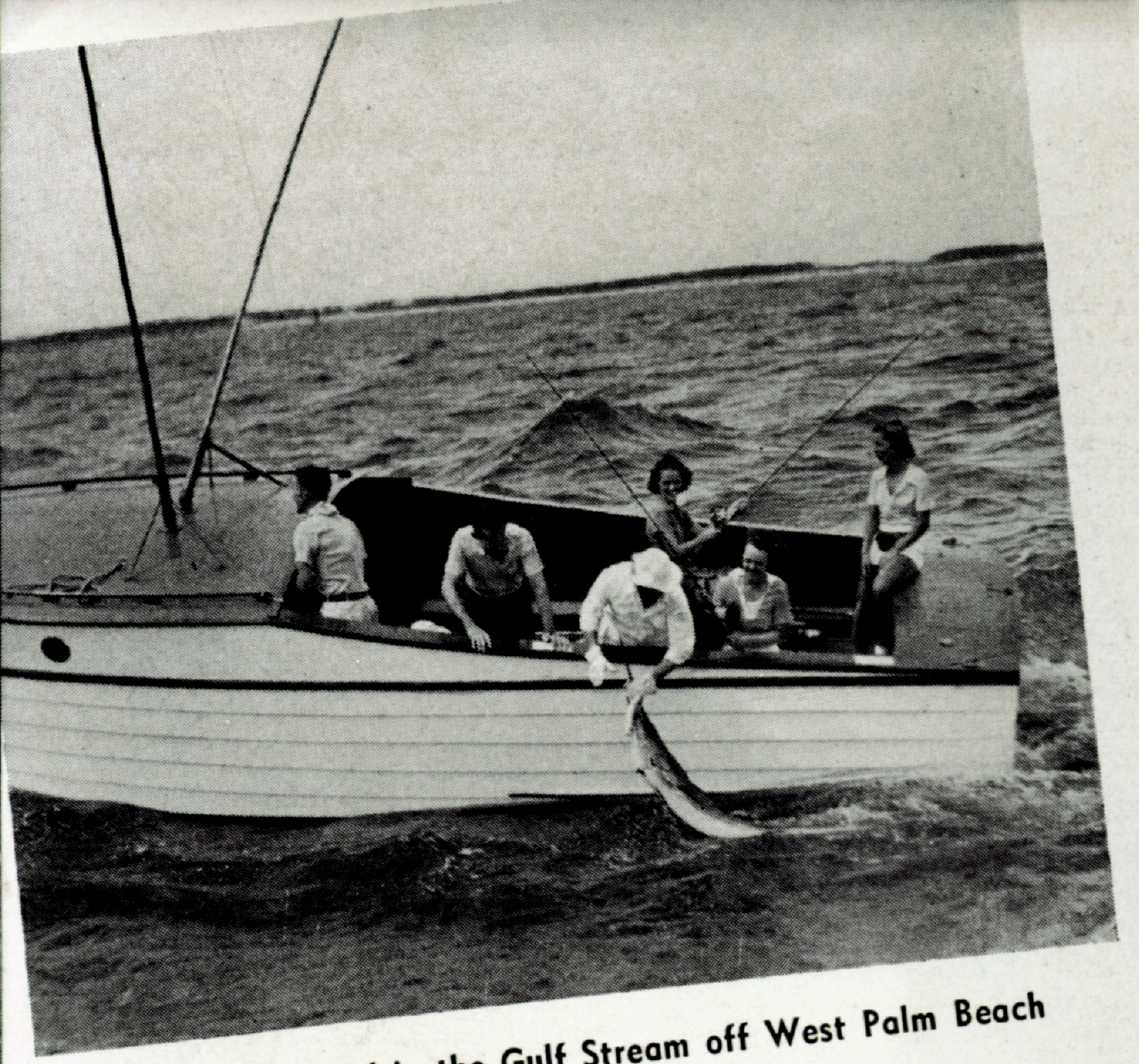
Palm Beach and West Palm Beach

PALM BEACH, renowned among winter resorts, occupies a peninsula between Lake Worth and the sea, 300 miles south of Jacksonville. Across from it, on the mainland, lies West Palm Beach.

Generally conceded to be the fashionable wintering place of America, everything about Palm Beach conveys an impression of luxury, beauty and magnificence. Not the least of its charm is due to its profusion of graceful coconut palms from which it derives its name. Palatial homes and estates line its palm-shaded streets and drives. Imposing hotels and clubs rise above its tropical foliage. On the west side of Palm Beach yachts ride at anchor on Lake Worth, and on the east a jade-green surf breaks gently on its fashionable beaches. Aside from exclusive shops, commercialism has been tastefully excluded. Skillful landscaping and perfect care have transformed it into an immense tropical garden.

Standing on the ocean shore at Palm Beach one can readily discern the deep blue hue of the Gulf Stream a few miles away. This accounts for its remarkable mild climate and warm surf, which make bathing delightful all winter long. Palm Beach, of course, has complete provisions for rest and recreation—beautifully land-

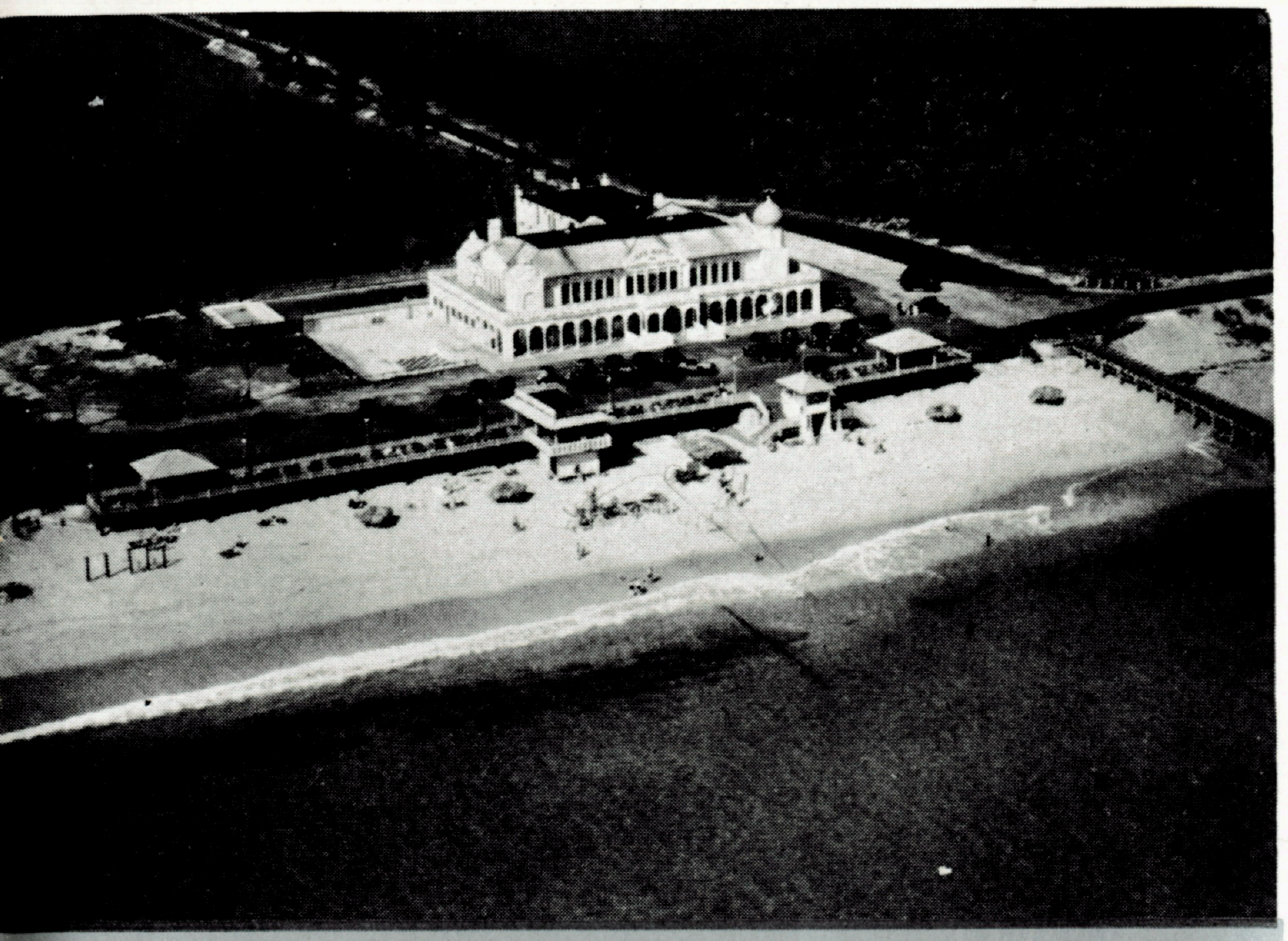


Gamefish abound in the Gulf Stream off West Palm Beach

scaped golf links, tennis courts, beach clubs, casinos, fleets of fishing and pleasure craft. Wheel chairs, propelled by cheerful negroes, constitute its traditional mode of transportation. Among the many sumptuous hotels at Palm Beach, the celebrated Breakers, on the ocean shore, is the center of its brilliant social season.

WEST PALM BEACH, population 30,000, just across Lake Worth from Palm Beach, caters to the business requirements of an extensive area. Three bridges, spanning Lake Worth, make the two sections practically one. The city on the mainland shares generously in the beauties, climatic and recreational advantages of its noted sister. Groves of coconut palms fringe its frontage on Lake Worth, adorn its streets, residential districts and parks. It has a wide variety of good hotels, apartments and cottages.

Looking across Lake Worth toward Palm Beach from its sister community



The City of Lake Worth's fine bathing Casino and beach

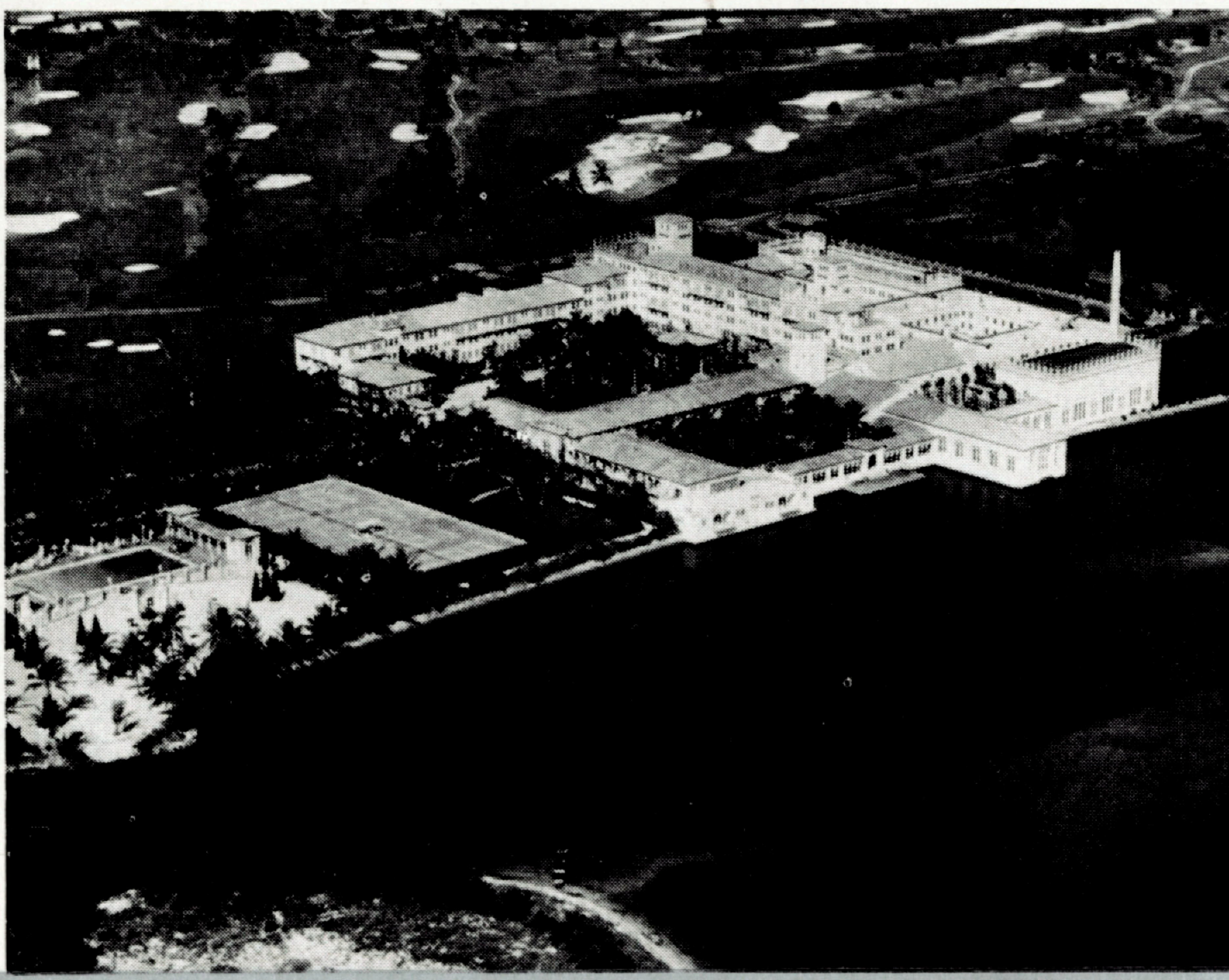
Fishing is an outstanding sport at West Palm Beach. A short cruise from its docks brings one to the Gulf Stream, where sailfish and other coveted denizens of the deep abound. Portions of Lake Worth, nearby inlets, bridges and jetties, also bodies of fresh water back of the city lure many anglers. West Palm Beach's annual Silver Sailfish Derby is one of Florida's popular seasonal events, scheduled for the last of January and first of February.

LAKE WORTH, population 6,000, almost adjoins West Palm Beach on the south, and likewise enjoys the strong residential and resort attractions of this section. It is a modern municipality possessing a fine beach and casino, golf courses, comfortable hotels, apartments and homes.

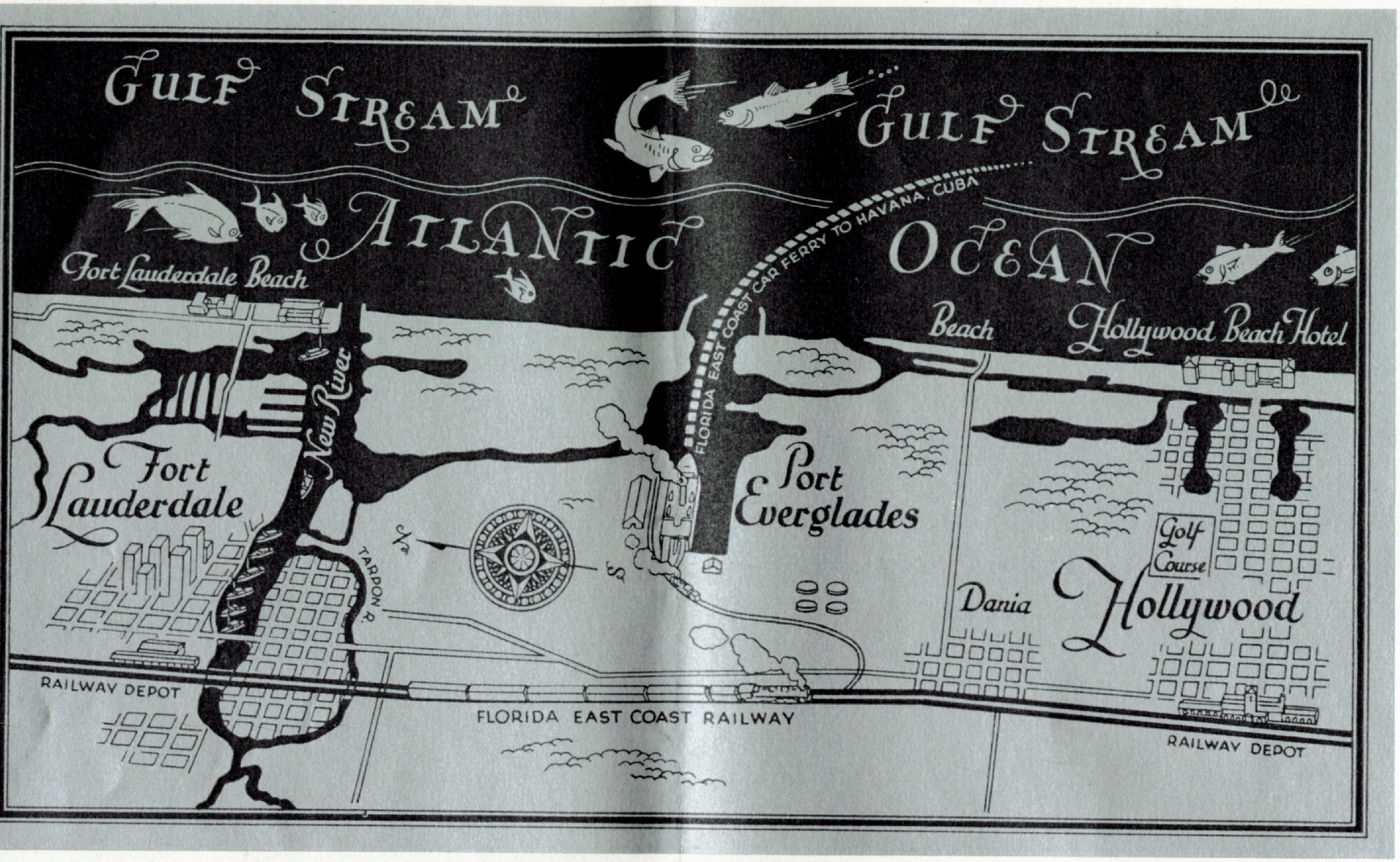
DELRAY BEACH, population 3,000, lies 17 miles south of Palm Beach. It fronts directly on the ocean and less than half a mile separates its municipally owned beach and business district. All forms of recreation are convenient and inexpensive at Delray Beach where the climate, due to the influence of the nearby Gulf Stream, is also exceptionally mild.

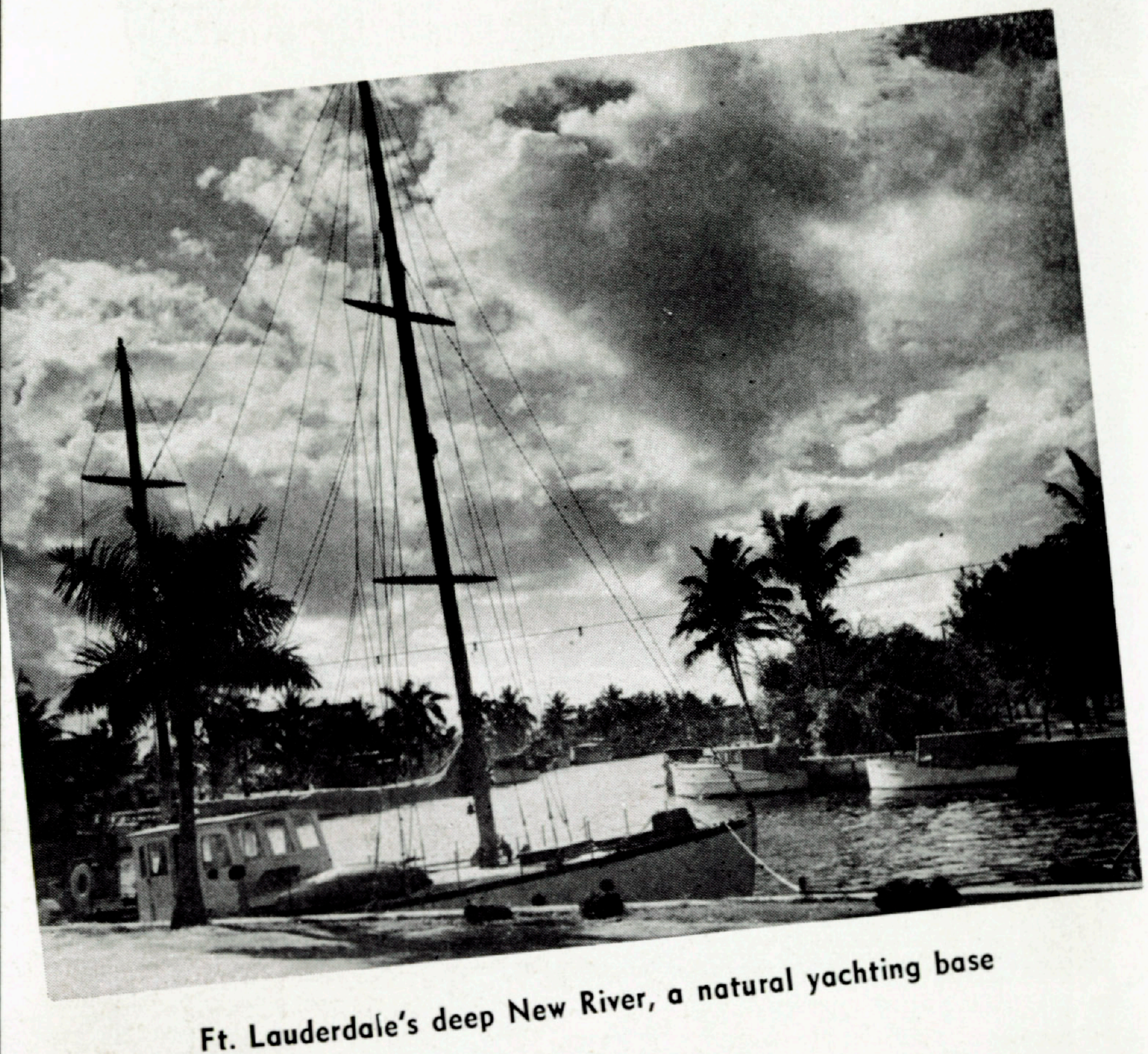
BOCA RATON, nine miles south of Delray Beach, consists of the Boca Raton Club, an exclusive resort establishment where wonderful facilities exist for luxurious living and recreation in a picturesque tropical environment.

A West Palm Beach angler and his prize sailfish



Boca Raton Club showing one of its golf courses beyond


GULF STREAM
GULF STREAM
ATLANTIC OCEAN
Fort Lauderdale Beach
New River
Fort Lauderdale
TARPON R.
RAILWAY DEPOT
FLORIDA EAST COAST RAILWAY
FLORIDA EAST COAST CAR FERRY TO HAVANA, CUBA
Port Everglades
Beach
Hollywood Beach Hotel
Golf Course
Dania
Hollywood
RAILWAY DEPOT
N
S



Ft. Lauderdale's deep New River, a natural yachting base

FORT LAUDERDALE, population 15,000, is a fast growing city 25 miles north of Miami. Yachts and smaller craft line the banks of the deep New River, which flows through the heart of this town. Palms, tropical vegetation and Venetian-like waterways lend it distinctive beauty. Shuffleboard courts and other forms of municipally provided recreation are available in addition to a splendid beach and recently opened beach hotels. Foremost among Fort Lauderdale's sports is fishing due to the proximity of fine angling waters. One can leave the docks in the heart of the city and a few minutes later be trolling for big gamefish in the Gulf Stream. Boats of all kinds and experienced guides are at hand. Accommodations include a number of good hotels, boarding houses, apartments and cottages.

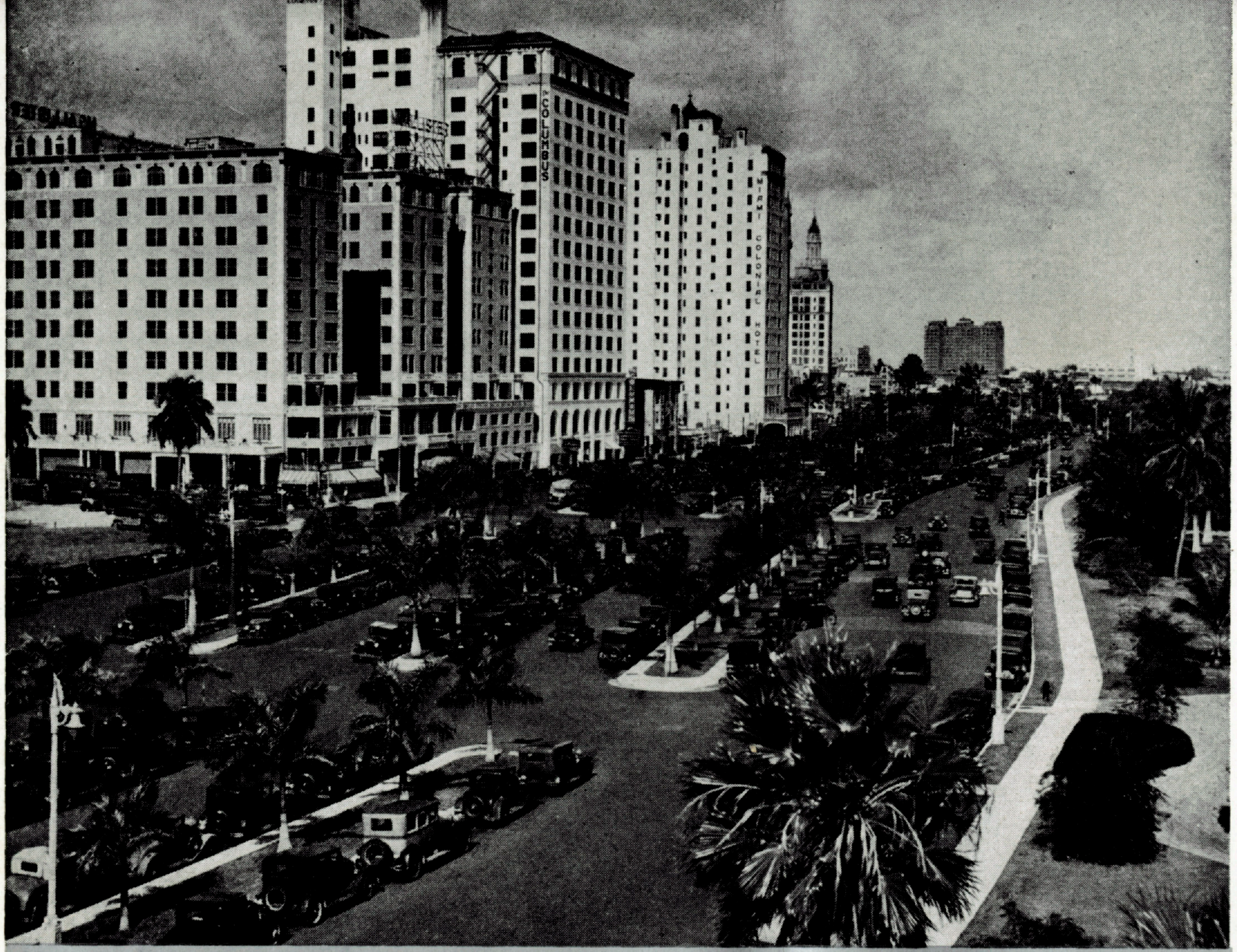
PORT EVERGLADES, four miles south of Fort Lauderdale, and a short distance from the main line of the Florida East Coast Railway, is the deepest harbor

Winter bathing is delightful in the Gulf Stream warmed surf at Ft. Lauderdale and Hollywood

on the south Atlantic Coast, between Norfolk and New Orleans. From this point large ocean-going freight car ferries operate, in connection with the Florida East Coast Railway, to and from Havana, providing a fast, convenient all-rail freight route between the United States and Cuban soil.

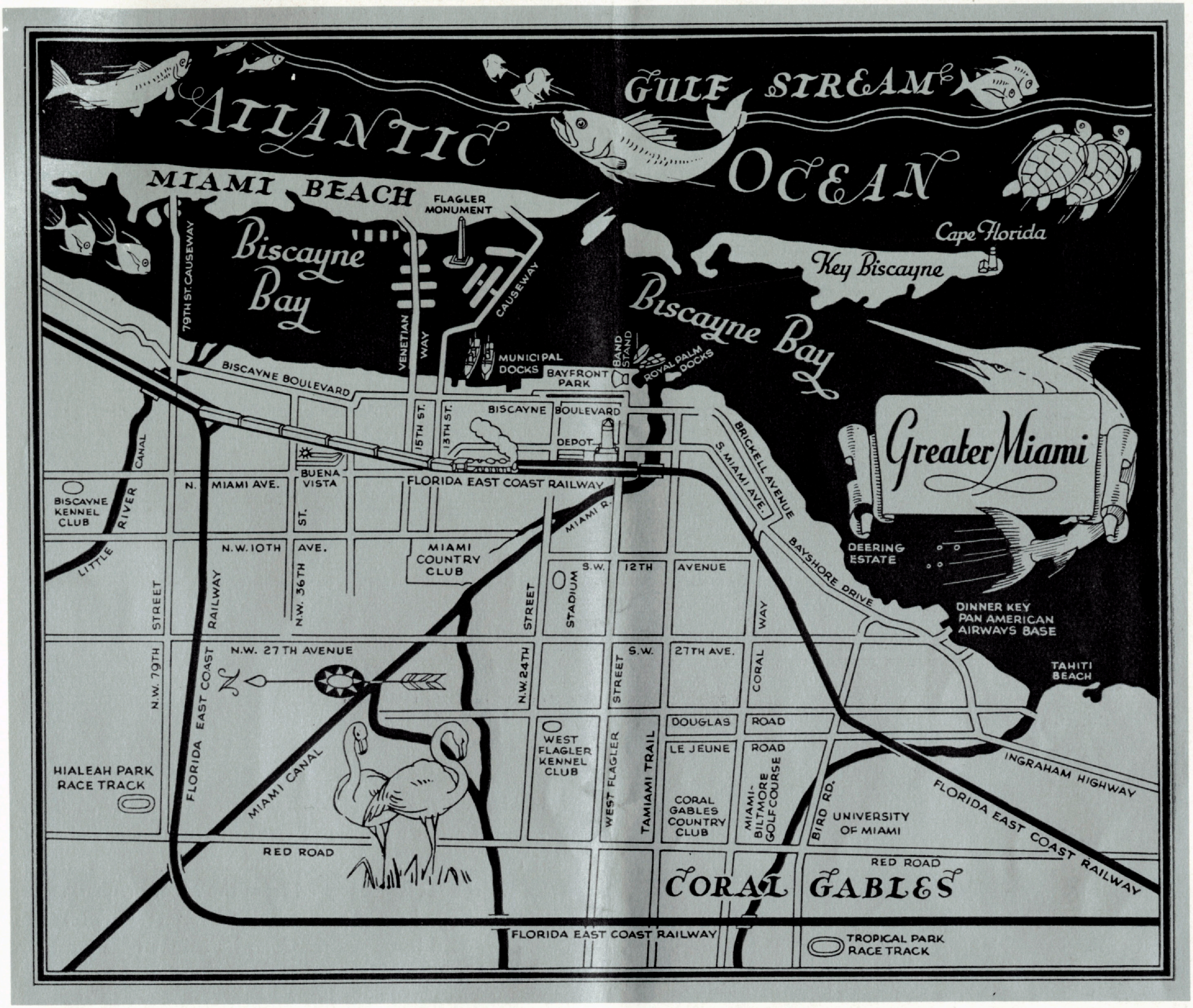
HOLLYWOOD - BY - THE - SEA, population 4,300, fronts directly on the ocean, 18 miles north of Miami. Coconut and royal palms shade its wide streets. Bathing is a delight all winter long on its convenient beaches. Two golf courses, good fishing and other advantages round out its appeal to a host of visitors. Overlooking a part of the beach rises the immense Hollywood Beach Hotel. In addition Hollywood offers several good smaller hotels, many apartments and cottages.

The Hollywood Beach Hotel, a community in itself



A part of Miami's famed Biscayne Boulevard

The Florida East Coast Railway terminal is situated conveniently in the Heart of Miami, a few blocks from the Bay Biscayne and principal hotels


GULF STREAM
ATLANTIC
OCEAN
MIAMI BEACH
FLAGLER MONUMENT
Cape Florida
Key Biscayne
Biscayne Bay
79TH ST. CAUSEWAY
VENETIAN WAY
CAUSEWAY
Biscayne Bay
MUNICIPAL DOCKS
BAND STAND
BAYFRONT PARK
ROYAL PALM DOCKS
BISCAYNE BOULEVARD
15TH ST.
13TH ST.
BISCAYNE BOULEVARD
DEPOT
BRICKELL AVENUE
S. MIAMI AVE.
Greater Miami
CANAL
BUENA VISTA
N. MIAMI AVE.
FLORIDA EAST COAST RAILWAY
BISCAYNE KENNEL CLUB
LITTLE RIVER
MIAMI R.
N.W. 10TH AVE.
N.W. 36TH ST.
MIAMI COUNTRY CLUB
DEERING ESTATE
BAYSHORE DRIVE
S.W. 12TH AVENUE
STADIUM
N.W. 24TH STREET
FLORIDA EAST COAST RAILWAY
N.W. 79TH STREET
CORAL WAY
DINNER KEY PAN AMERICAN AIRWAYS BASE
N.W. 27TH AVENUE
S.W. 27TH AVE.
TAHITI BEACH
N
DOUGLAS ROAD
LE JEUNE ROAD
WEST FLAGLER KENNEL CLUB
HIALEAH PARK RACE TRACK
MIAMI CANAL
WEST FLAGLER STREET
TAMIAMI TRAIL
CORAL GABLES COUNTRY CLUB
MIAMI-BILTMORE GOLF COURSE
BIRD RD.
UNIVERSITY OF MIAMI
INGRAHAM HIGHWAY
FLORIDA EAST COAST RAILWAY
RED ROAD
RED ROAD
CORAL GABLES
FLORIDA EAST COAST RAILWAY
TROPICAL PARK RACE TRACK

Miami, Miami Beach and Coral Gables

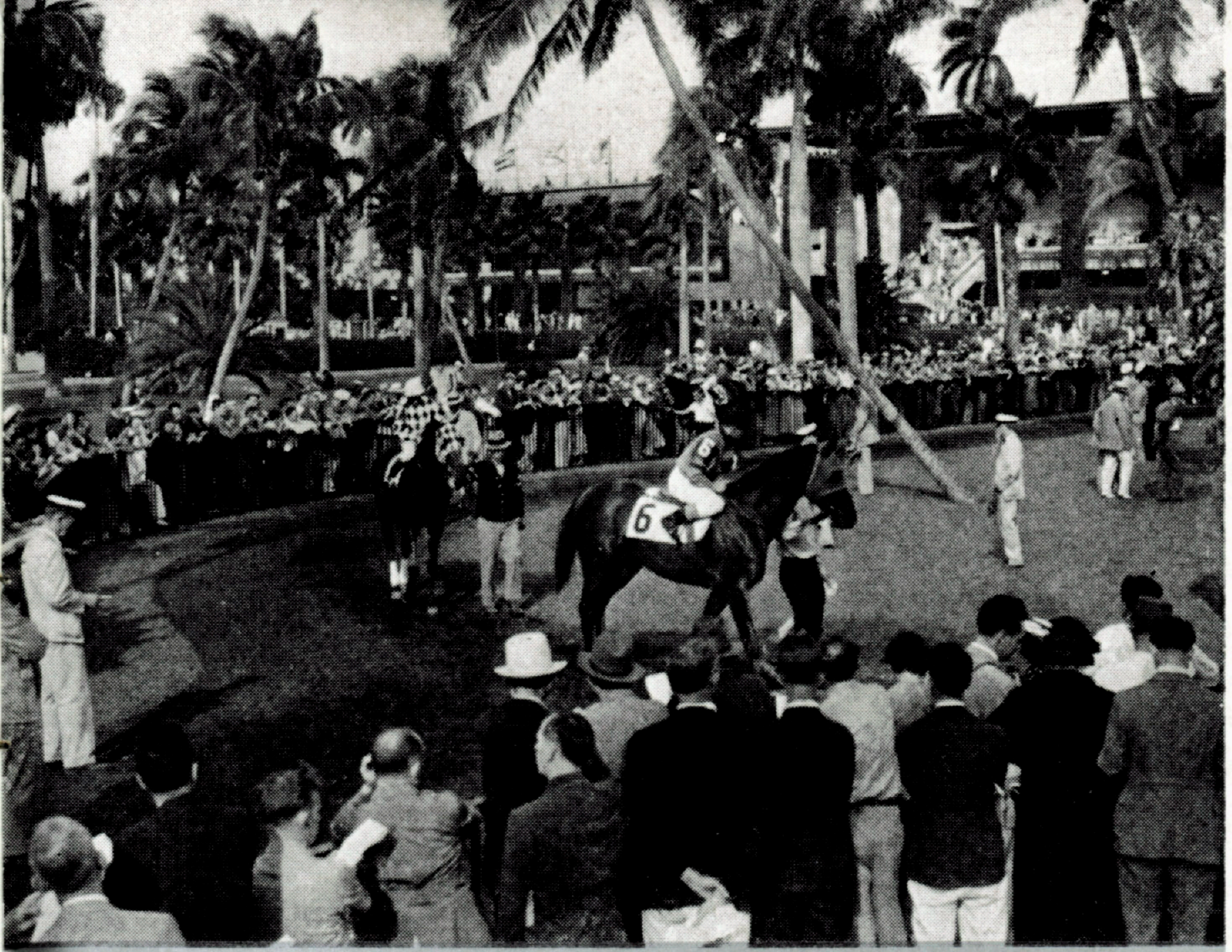
To many Florida means Miami and vicinity, for this favored area on the lower East Coast of Florida has become the most populous winter resort area in America. Greater Miami now entertains over a million visitors annually. It has grown from a little Indian trading post to a fascinating residential playground and sports center with a population of 150,000 within the brief space of 40 years and is still rapidly expanding. The Florida East Coast Railway played an important part in this phenomenal development. In 1896, when this pioneer railway penetrated the wilds of South Florida, there were only two families living where Miami now stands. Today its trains speed thousands to a terminal conveniently located in the heart of this Magic City.

Miami Beach has miles of such palm-bordered shore ideal for rest and recreation

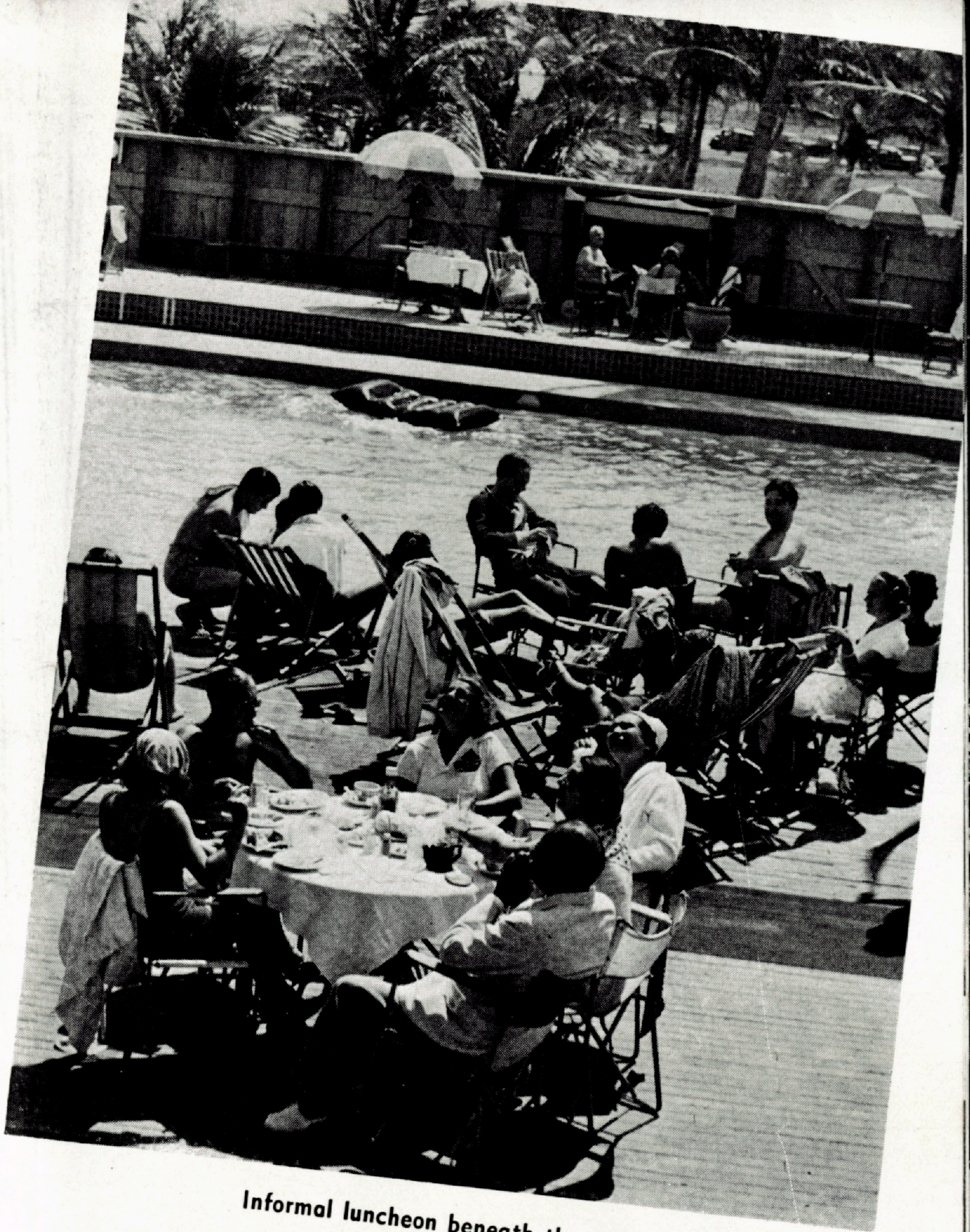
Hold on there, don't let him get away

Basking on the shores of Bay Biscayne, Miami and its suburbs are a paradise of tropical vegetation, red-tiled roofs, many hued stucco and stone buildings in styles of architecture adapted from the Mediterranean coasts. Designed for play and living comfort, Greater Miami covers a large area. Along its bright blue bay extends wide Biscayne Boulevard and a series of beautiful bayfront parks. On this waterfront yachts of the wealthy and a myriad of smaller craft are moored or ride at anchor. Coconut and royal palms, exotic flowers and shrubs give the city a thoroughly tropical, almost foreign aspect.

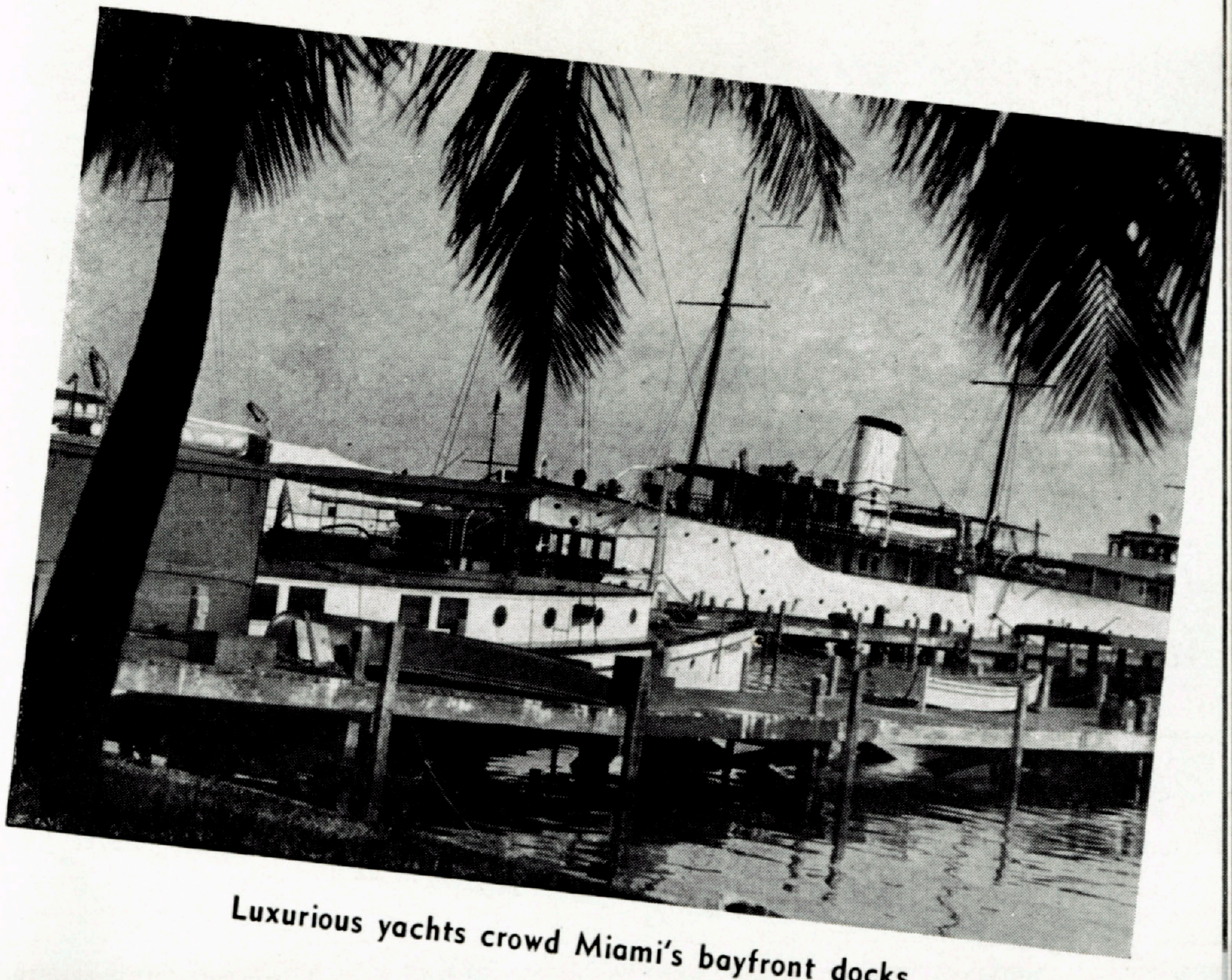
Prevailing southeast trade winds blowing over the Gulf Stream, which can be clearly seen from its beaches, account for the unsurpassed quality of Miami's climate. It has an average winter temperature of 71 degrees. Cool seabreezes relieve the summer months when the thermometer seldom reaches 90. On an average of 359 days of the year this area is blessed with health-giving sunshine.



Viewing the thorobreds in the paddock of a Miami track



Informal luncheon beneath the sun

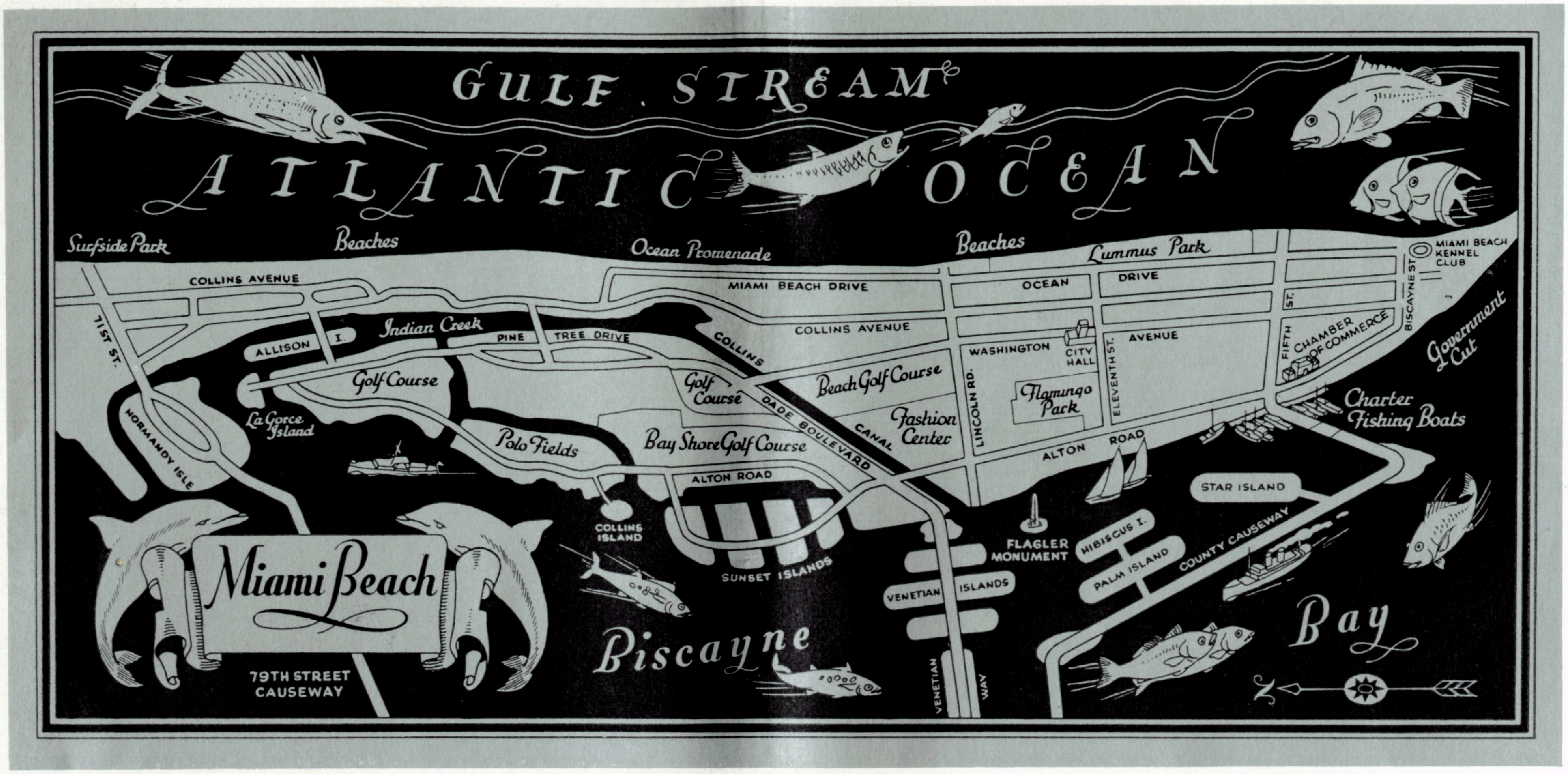


Luxurious yachts crowd Miami's bayfront docks

To some Greater Miami suggest a nut-brown coat of tan on golden beaches; the delight of surfbathing while those back home are snowbound; dancing beneath the swaying palms and a round of social gayety. To others it suggests the thrills of horse-racing, the beat of hoofs as thorobreds flash down the stretch and shouting crowds greet the finish. For still others its greatest charm may lie in its velvet green golf courses, activity on its tennis courts or the challenge of the fish that lurk in its surrounding waters. Or, again, the supreme comfort of lounging carefree in its palm shade with a good book for a companion may be sought. Greater Miami is all of these, combining the appeal of many resorts within this enchanted area.

Miami, Miami Beach and Coral Gables offer an almost endless round of amusements, so many things to see and do—horseracing on magnificent tracks; eleven golf courses and tournaments of note; tennis courts and championship competition; polo fields; regattas; miles of tropical beaches both public and private; dogracing of a high calibre; all types of fishing and fleets of boats for charter. And when night falls and a tropical moon glistens on the bay, and sifts through the palm fronds, the whirl of life goes on at night clubs, casinos and theatres.

With accommodations for 250,000 visitors at a time, Greater Miami is within the range of all classes. Its hundreds of hotels, thousands of apartments and cottages range from the luxurious to those providing plain but comfortable living quarters at moderate rates. Its


GULF STREAM
ATLANTIC OCEAN
Surfside Park
Beaches
Ocean Promenade
Beaches
Lummus Park
MIAMI BEACH KENNEL CLUB
COLLINS AVENUE
MIAMI BEACH DRIVE
OCEAN DRIVE
71ST ST.
Indian Creek
ALLISON I.
PINE TREE DRIVE
COLLINS AVENUE
COLLINS
WASHINGTON AVENUE
CITY HALL
FIFTH ST.
CHAMBER OF COMMERCE
BISCAYNE ST.
Government Cut
Golf Course
Golf Course
Beach Golf Course
La Gorce Island
NORMANDY ISLE
DADE BOULEVARD
CANAL
Fashion Center
LINCOLN RD.
Flamingo Park
ELEVENTH ST.
Charter Fishing Boats
Polo Fields
Bay Shore Golf Course
ALTON ROAD
ALTON ROAD
STAR ISLAND
COLLINS ISLAND
SUNSET ISLANDS
FLAGLER MONUMENT
HIBISCUS I.
PALM ISLAND
COUNTY CAUSEWAY
VENETIAN ISLANDS
Miami Beach
Biscayne Bay
79TH STREET CAUSEWAY
VENETIAN WAY

The lure of midwinter golf on smooth green fairways

scores of restaurants, cafeterias and tea rooms serve excellent meals at very reasonable prices.

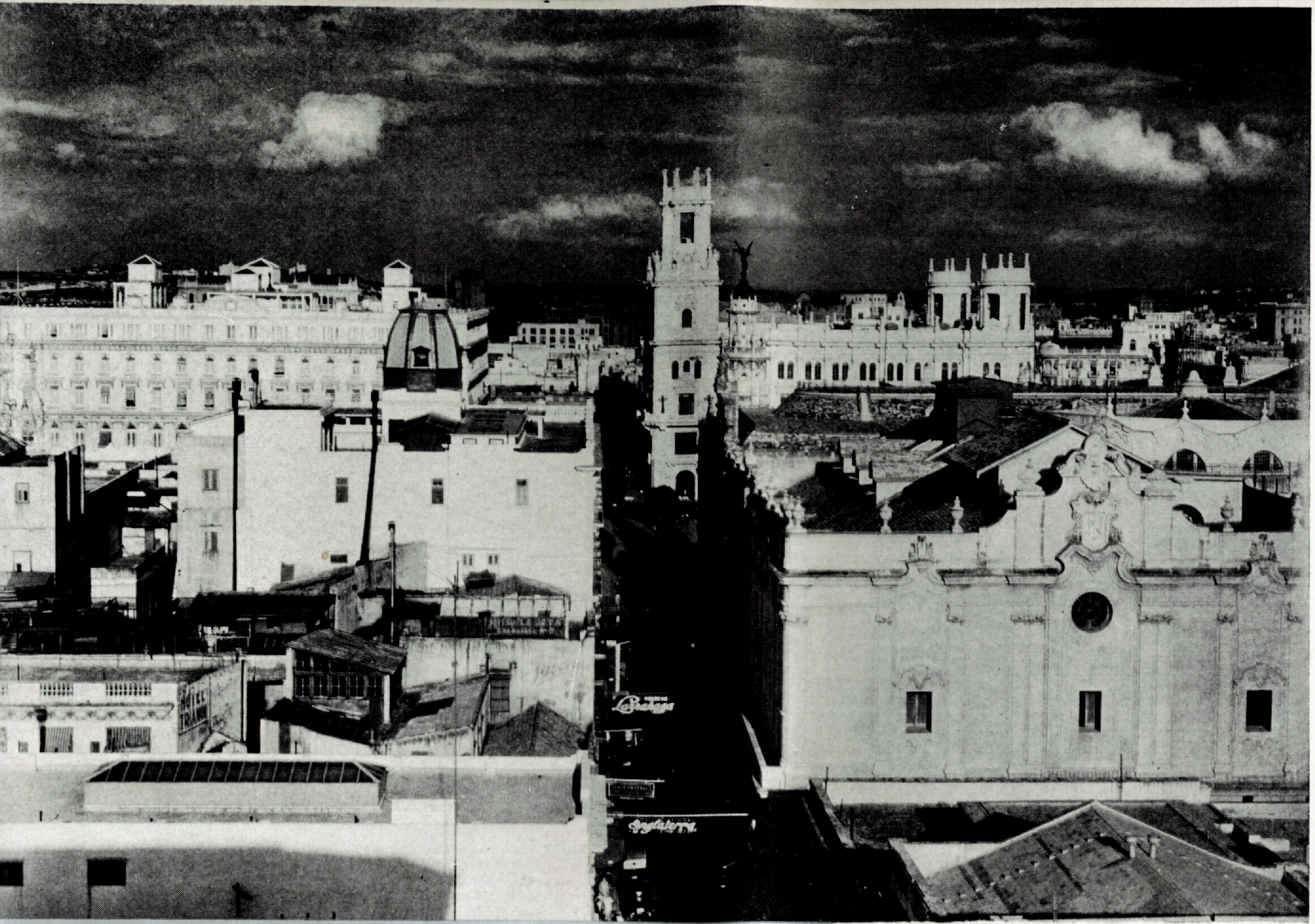
MIAMI BEACH is reached by three wide causeways across Bay Biscayne from the city on the mainland. This marvelous island district lying between the ocean and the bay, comprises an area some 10 miles long and one to three miles wide, rivalling Palm Beach in beauty. Golf courses, parks, artificial and natural waterways are interspersed among its residential areas which comprise thousands of attractive modern homes and many estates. Coconut and royal palms, exotic tropical flowers and vegetation lend their charm and color. On the ocean front are miles of public and private palm-fringed bathing beaches, many sumptuous beach clubs. Polo fields, scores of luxurious hotels and apartments round out its distinction as a fashionable Riviera.

CORAL GABLES, located to the southwest of Miami is an attractive suburb in which the Spanish type of architecture prevails. Here the renowned Miami Biltmore Hotel combines an exclusiveness of location with convenient accessibility to all the activities of the Greater Miami area. Coral Gables is also the home of the University of Miami, one of Florida's growing institutions of higher learning.

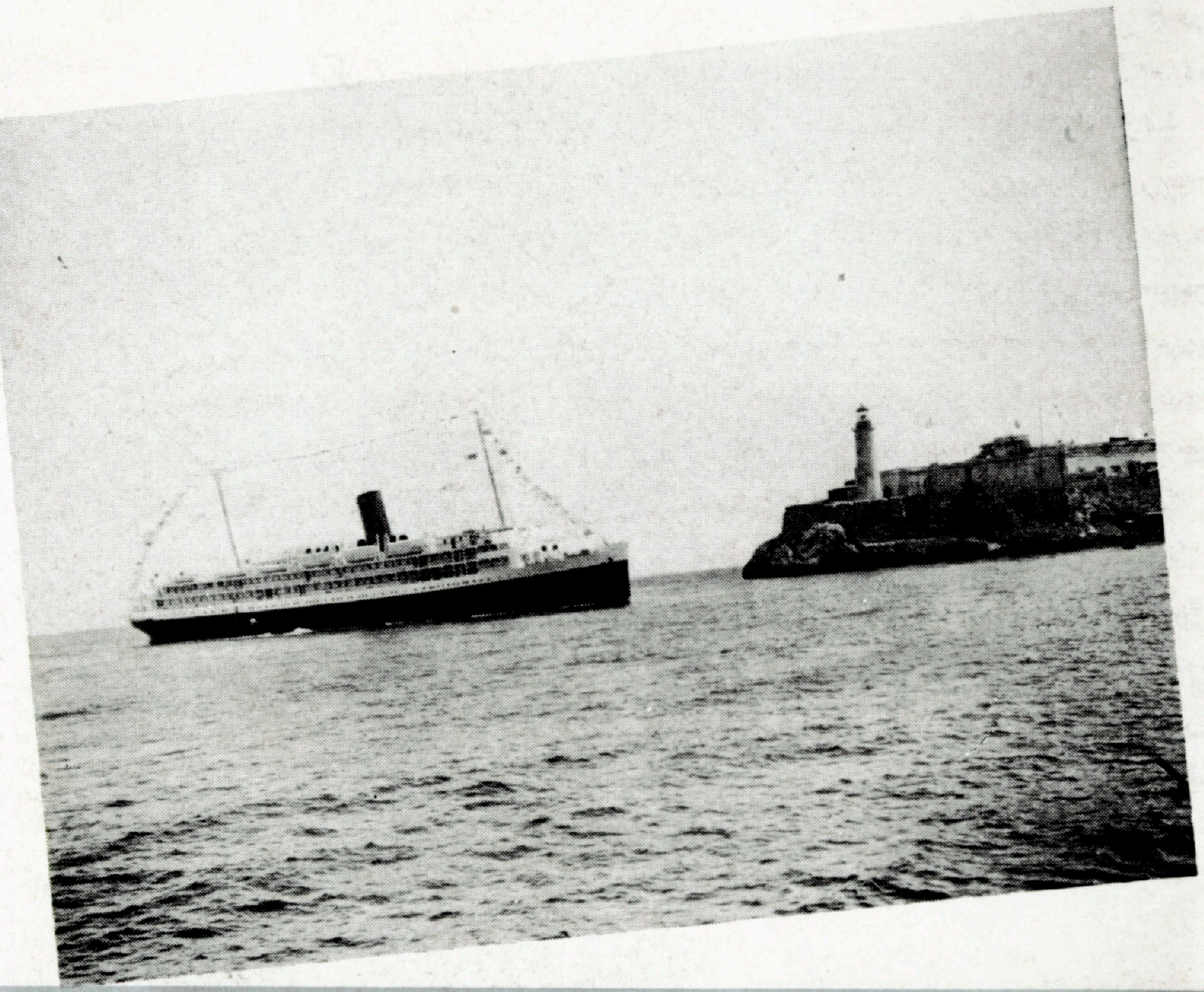
A rendezvous for sun and health seekers

Lincoln Road, Miami Beach, famed fashion center

A Miami Beach promenade with its open air cafes

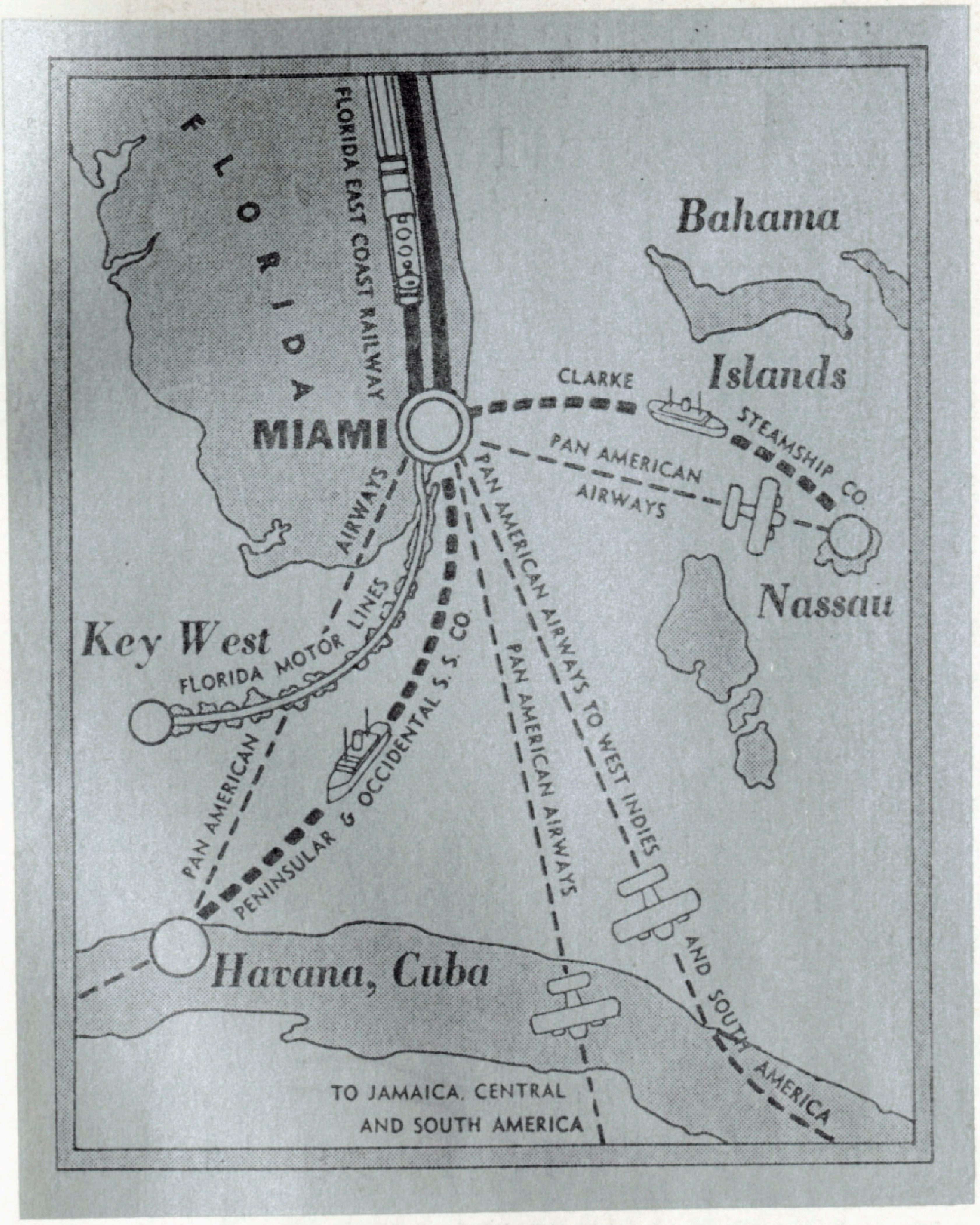


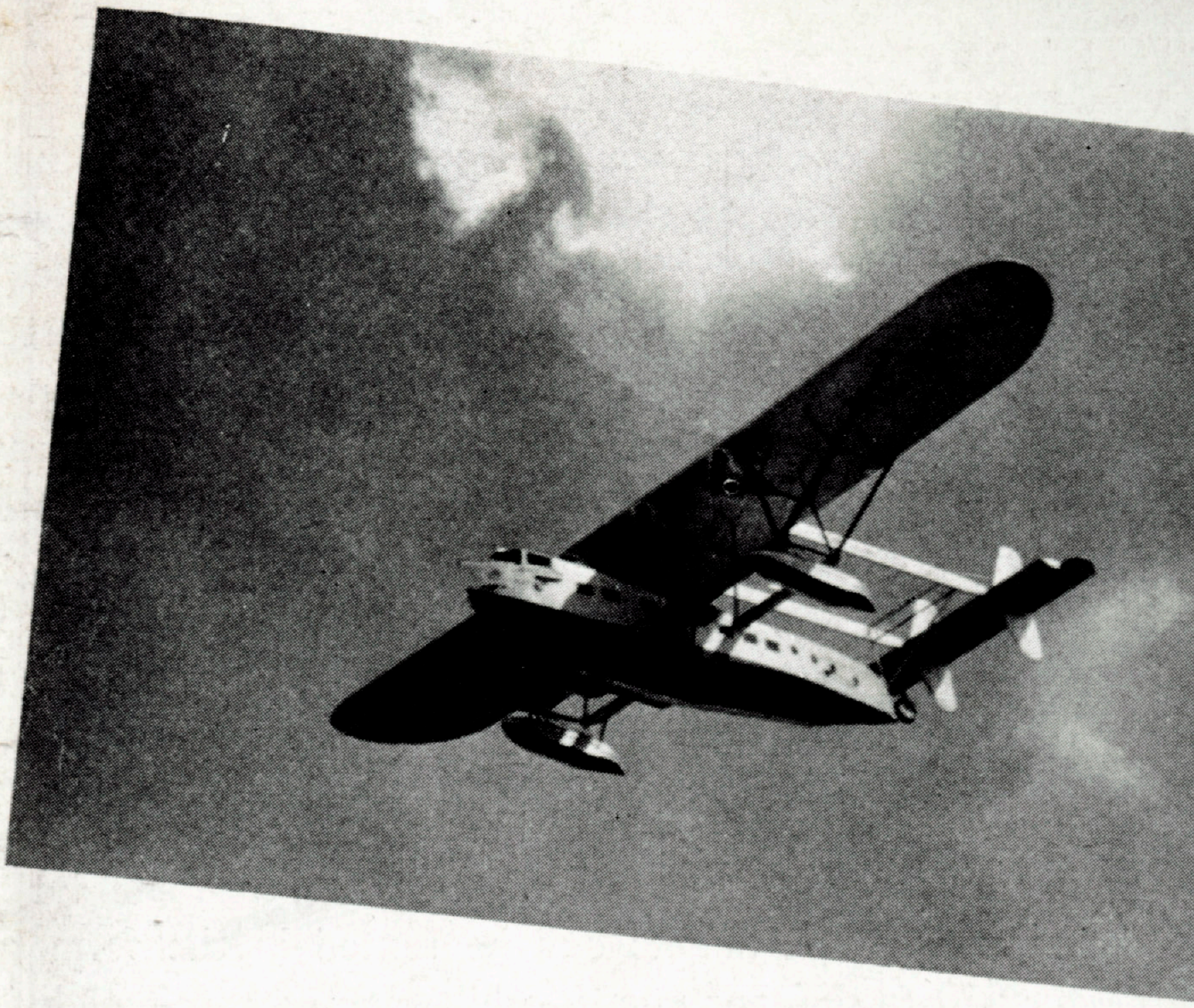
Havana, the foreign, romantic Paris of the Caribbean



Peninsular and Occidental Steamer entering Havana's harbor

Old Columbus Cathedral at Havana


FLORIDA
FLORIDA EAST COAST RAILWAY
Bahama
Islands
CLARKE
STEAMSHIP CO.
MIAMI
PAN AMERICAN
AIRWAYS
AIRWAYS
Nassau
Key West
FLORIDA MOTOR LINES
PENINSULAR & OCCIDENTAL S.S. CO.
PAN AMERICAN
PAN AMERICAN AIRWAYS TO WEST INDIES AND SOUTH AMERICA
PAN AMERICAN AIRWAYS
Havana, Cuba
TO JAMAICA, CENTRAL
AND SOUTH AMERICA



Places Reached from Miami

Due to its advantageous location, Miami has become an important gateway for travel and commerce to nearby foreign lands such as the Bahama Islands, West Indies, Mexico, Central and South America. Fast trains over the double track Florida East Coast Railway to Miami, thence connecting plane or steamer save many days en route to these places. A visit to Havana, Cuba; Nassau, Bahamas; or Pan American destinations may be conveniently combined with a vacation or business trip to this Florida Riviera.

KEY WEST is a unique island city at the tip end of the Florida Keys reached from Miami by Florida Motor Lines bus or motor across the Over-Sea Highway and short intervening ferries. Surrounded by the sea on all sides it possesses a restful, half-foreign, romantic maritime atmosphere, excellent fishing. One of the Flagler System Hotels, the Casa Marina, is located here.

HAVANA, CUBA, is a city also well worth seeing, so foreign that to visit it borders on a trip abroad. Florida East Coast Railway trains connect at Miami with Havana-bound planes and steamer. Step from your train aboard a Pan American Airways "Clipper" and you alight in Havana 2½ hours later, or it may be reached by a delightful steamer trip overnight.

NASSAU, BAHAMAS, a bit of old England, lies just beyond Miami's eastern horizon. Pan American Airway's flying ships take you to this coral gem in a little over two hours, or you can make the trip by commodious steamship overnight. Both services connect conveniently with Florida East Coast Railway arrivals at Miami.

WEST INDIES and PAN AMERICAN COUNTRIES —Miami is the largest international airport in the United States. From the Pan American Airway's modern Miami base, giant planes fly the sky lanes to Cuba, the West Indies, Santo Domingo, points in Mexico, Central and South America.

HELPFUL SUGGESTIONS

For Planning Your Trip to Florida

In this booklet it has been possible to include but a brief account of the principal Florida East Coast cities and resorts. Should you desire more detailed information about any of them before your departure, this can readily be obtained by addressing an inquiry to the Chambers of Commerce of those places in which you are interested, most of which publish detailed descriptive literature of their own.

About Living Costs

In general, living costs will be found lower in the smaller communities on the East Coast of Florida than in the larger more prominent resorts. Five-room cottages and apartments can be rented in the former for $30 to $50 per month, while similar accommodations in the larger places may run $60 to $75. Rents for furnished rooms vary from $15 to $30 per month. More favorable rates may be obtained for longer periods of occupancy.

Information as to available cottages, apartments and rooms may best be secured by writing to Chambers of Commerce, stating in detail the kind of accommodations desired.

Hotel Accommodations

It has not been possible to include in this booklet a sufficiently comprehensive list of hotels and their respective charges to serve even as an approximate guide to prospective patrons. At all of the places described in this booklet good hotels are available. Under the supervision of the Florida State Hotel Commission, high standards of hotel equipment and ethical practice are maintained. Chambers of Commerce are prepared to supply upon request complete lists of hotels and their current rate scale in their respective communities.

On Arranging Transportation

A railway trip to the East Coast of Florida involves no more complicated arrangements than a short journey between two nearby cities. Your baggage can be conveniently checked through to destination. In most cases, it will not even be necessary to change trains, but if a change is required, it can generally be made with little trouble within the same railway station.

You will find your local railway agent usually supplied with full information as to fares and train schedules to points on the Florida East Coast Railway. He will be glad to assist you. Or, if preferred, the Passenger Traffic Department of the Florida East Coast Railway will welcome an opportunity to be of service in arranging your trip.

Florida Travel Specialists

The following representatives of the Florida East Coast Railway are experienced specialists in Florida travel, intimately acquainted with the territory served by this line. It will be a pleasure for them to answer any questions you may have as to fares, train schedules and accommodations, to make your reservations and prove helpful in other ways. Do not hesitate to communicate with them.

NEW YORK OFFICE . . . 16 East 44th Street
GEO. L. OLIVER, Assistant General Passenger Agent

JACKSONVILLE, FLA. . . 239 West Forsyth St.
J. D. INGRAHAM, Assistant General Passenger Agent

WEST PALM BEACH, FLA. . . 309 Datura Street
F. B. MAY, District Passenger Agent

MIAMI, FLA. . . . . . . 201 S. E. First St.
L. J. IRVIN, Assistant General Passenger Agent

GENERAL OFFICES . . . St. Augustine, Fla.
J. D. RAHNER, General Passenger Agent

FLORIDA EAST COAST RAILWAY
FLAGLER SYSTEM
W. R. KENAN, JR., AND S. M. LOFTIN, RECEIVERS

FLAGLER SYSTEM
HOTELS

1937-38 Season

"Whoe'er has travel'd life's dull round,
Where'er his stages may have been,
May sigh to think he still has found
The warmest welcome at an Inn."
—SHENSTONE.

A Complete Resort Service

THE FLAGLER SYSTEM HOTELS afford not only luxurious living accommodations, but ideal provisions for rest and recreation amid an atmosphere of exclusive refinement. Their spacious grounds include putting greens, tennis courts, inviting walks and verandas for the more complete enjoyment of Florida's health-giving sunshine and beauty. Associated golf courses and beaches are conveniently nearby, in the case of Hotel Ormond and The Breakers adjacent to the hotel itself.

Years of experience as hosts to a distinguished clientele have given the Flagler System Hotels an enviable social prestige. Their luxurious appointments, excellence of service and cuisine, and complete resort facilities appeal to people of discriminating taste.

Rates will be quoted upon application and advance reservations can be made through their New York Office at 2 West 45th Street.

PONCE DE LEON . . . . . . St. Augustine
Mr. B. R. Howe, Manager
Opens January 8th, 1938; Closes April 4th, 1938
AMERICAN PLAN

HOTEL ORMOND . . . . . . Ormond Beach
Mr. A. N. Chase, Manager
Opens January 1st, 1938; Closes April 2nd, 1938
AMERICAN PLAN

The restful beauty of the Hotel Ponce de Leon

THE BREAKERS . . . . Palm Beach
Mr. John W. Greene, Manager
Opens December 15th, 1937; Closes April 15th, 1938
(Family style from December 1st to opening date)
AMERICAN PLAN

CASA MARINA . . . . Key West
Mr. Peter Schutt, Manager
Opens December 25th, 1937; Closes April 1st, 1938
(Family style from December 1st to opening date)
AMERICAN PLAN

FLORIDA EAST COAST HOTEL COMPANY

FLAGLER SYSTEM

FLORIDA
EAST COAST

FLORIDA
EAST COAST